

# VOGUE

INCORPORATING VANITY FAIR



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BEAUTY AND THE BEACH. JUNE 1, 1938. PRICE 35 CENTS



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THE SENSATIONAL NEW LIQUID "LIPSTICK" THAT REALLY AND TRULY

**CAN'T SMEAR!**

Your dream has finally come true. Here, at last, is color so utterly loyal it hugs your lips in absolute defiance of anything that might tempt it to desert. Color so truly lasting that even the longest evening does not wear it away or dim the intensity of its charm. Unbelievable? Almost. Yet as surely true as sunrise. And what wonders it does for the lips! Soothes them . . . preserves their natural moisture . . . protects them from the ravages of sun, wind and chap. Such is the magic of Liquid LIPTONE. You



**CAN'T COME OFF!**

will adore this lovely liquid lipstick. It will truly make *you* much more adorable. And might we add that selecting from the six simply divine shades will be almost as much a thrill as wearing the one of your choice! See them all at your favorite smart store or write to Princess Pat, Chicago U. S. A. The price is one dollar...





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COURTESY STRAWBRIDGE & CLOTHIER, PHILADELPHIA

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*your pet DIRNDL*  
*in EVERFAST PIQUE*

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*with a matching washable "Button Bonnet" 2.95*

The Dirndl is this Summer's favorite fashion. It's picturesque. Its snug bodice and graceful skirt set off the figure to advantage. Its fresh, "little girl" charm is attuned to your Summer mood. And this crisp pique dirndl of Best's, with old-fashioned scalloped edges and a row of tiny pearl buttons, will keep its delectable colors through innumerable tubbings — for it's Everfast.

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from  
our  
French  
Ready-to-Wear*

Henri  
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10 WEST 57  
NEW YORK



# White Magic in frosty cottons kept dazzling with—



**S**

**b**

**h**

**S**TEIN & BLAINE strew romantic bowknots, like confectioners' frosting, on marquissette. "For our summer sheers, we recommend the care we know is safe—gentle Lux," this swank shop tells you. "Lux keeps them crisp as an icicle," agrees Patricia Howell.

**b**ENDEL fashions a cloud of white net, lilt-ing as a ballet dancer's skirt. "Lux refreshes expensive cottons perfectly," says this smart shop. "It keeps all their original sparkle." . . . "And Lux won't turn white things yellow," adds Lorraine Walther.

**h**ATTIE CARNEGIE whips and tucks organdie, white as hyacinths, into a froth of sheer delight. "The cottons we use are really fine fabrics," says this exclusive shop, "so naturally we advise Lux care." . . . "I insist on it for everything safe in water alone," says Mrs. Ross Budge.

Smart stores everywhere will tell you that for sheer flattery, nothing equals the magic of white bewitched by moonlight. To guard its gleaming loveliness, famous shops like these advise gentle Lux. Perish the thought of rubbing with cake soap or using soaps that contain harmful alkali! Gentle Lux will never harm anything safe in water alone.





Dirndl piqué suspender skirt, with peasant print cotton play suit underneath **7.98**

*Lyolene of the House of*  
**HEIM** *designed these*  
*go-near-the-water clothes*  
*for* **MACY'S-BY-THE-SEA**  
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Empire bathing suit of alpaca-weave rayon, with polka dot top, and bolero edged in polka dots **14.98**



Pleated shorts and halter. Made of Bakola, a crisp rayon fabric **14.98**



Bathing ensemble of alpaca-weave rayon, trimmed with contrasting braid on both coat and suit **15.93**



# OF COURSE SNUG WAISTLINES CAN BE SMOOTH



2



3



4



C

Plackets remain undisturbed even in the face of stress and strain...when they're closed with reliable Talon fasteners

It's so old-fashioned to fuss with placket repairs...make sure all your dresses have trouble-free Talon slide fasteners



1



5



5. Flowers in bright color are splashed on a white ground in this summer print\*. Pleated ruffling edges the short sleeves and hem.

1. Embroidered flower pots for pockets on the top of a two-piece linen dress\*. The buttons are tiny bow-knots.

2. A detachable bright chiffon blouse tops the pleated skirt\* of a white crepe suit. The jacket has an action back.

3. Dotted swiss makes an entrancing summer evening dress\*, with boned bodice, voluminous skirt edged in white pique.

4. Washable—white lawn printed in color. The dress\* has a flared skirt and small turn-down collar. The collarless box jacket repeats the color of the print.

\* Closed at the side placket with a Talon slide fastener.

**TALON** SLIDE FASTENER—MADE BY TALON, INC.  
Reg. U. S. Pat. Off.



# —PUT YOUR TRUST IN TALON FASTENERS!

REG. U.S. PAT. OFF.

*April Zepke*, well-known New York artist, applauds the use of Talon placket fasteners in the new Summer clothes.

MISSSES' DRESSES



Today's trim little waistlines are easy to achieve...it's done with seam-smooth Talon placket fasteners

Shed your reputation as a "slow-poke"...speed up your dressing time with Talon placket fasteners



Talonslide fastener, properly applied, is entirely invisible when closed.



All dresses on these two pages are creations registered with the Fashion Originators Guild...junior miss dresses available in sizes 1 to 17...misses' dresses in sizes 12 to 20, at leading stores.



1. One-piece dress\* of rayon crepe. Jacket trimmed in polka-dot crepe applied in dots of the plain crepe.

2. A matching cotton lace cardigan completes an admirably simple dress\* of sheer crepe, with pleated skirt.

3. A jacket costume for town in dark chiffon. The dress\* has a soft

bodice with flowers at the V-neck.

4. Rayon assumes the appearance of linen in a light dress\* completed by a dark jacket, the revers faced in the color of the dress.

5. Rayon in a linen-like weave makes a dress\* and its contrasting bolero jacket. Hemstitched bands run from square neckline to hem.

\* Closed at the side placket with a Talon slide fastener.

For information where these dresses may be found, communicate with New York office, Talon, Inc., 71 West 35th Street, New York City.

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**Evening in Paris**  
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Graefstrom



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SUMMER FROCKS  
WITH A NEW AND  
*Smoother Figure*



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UNDER-THE-KNEE STOCKINGS  
IN YOUR

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*Leg Size*

The coolest and prettiest idea of the summer is pictured right on this page. Self-gartered stockings by *Belle-Sharmeer*... over-the-knee or under-the-knee as you prefer, but always in your leg size. These briefer beauties... like all *Belle-Sharmeer* Stockings... are exactly sized for the width and the length of your legs... and that's so important to your summer. No wrinkles or twists to make you look hot and feel hotter. No tugging at a too-short shortie or tucking over an overly long one. And no fear of undue exposure. *Belle-Sharmeer* Over-the-Knees... Knee-Lengths, too... are gartered to stay put. Featured exclusively at one fine store in each community... write for the name of the one nearest you. Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Ind.

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**Belle-Sharmeer**  
STOCKINGS  
*in all leg sizes*

BREV  
for Smalls

MODITE  
for Mediums

DUCHESS  
for Talls

Also CLASSIC  
for Plumps (Full Length Only)



## Have a Professional Handler

### BOARD · TRAIN · CONDITION and SHOW YOUR DOG

The professional handler is qualified by training and experience to board and train your dog. If he is out of condition the professional handler knows how to put new life in him. If you want to show your dog the professional is expert in every branch of the art of preparing and showing him at his best. The names of reliable professional handlers and the breeds in which they specialize are given below.

Frank B. Brumby (Terriers), Jericho, L. I., N. Y. (Syosset 1472)

Leonard Brumby (Terriers), Hicksville, L. I., N. Y. (Hicksville 815)

Robert Craighead (Terriers, Working Dogs), Cross River, N. Y. (South Salem 198)

Mrs. W. C. Edmiston (All Breeds), Ralston, Nebraska (Ralston 54)

J. N. Levine (All Breeds), Cottman & Roosevelt Blvd., Philadelphia, Pa. (Freemont 5164)

Percy Roberts (All Breeds), Gardner St., Noroton, Conn. (Stamford 3-8405)

# THE DOG MODE

## Hints for the novice

**D**URING the past decade, men and women have turned in annually increasing numbers to the fascinating sport of owning, breeding, and showing pure-bred dogs. But because of the limitations of time and experience, a majority of these novices has a meagre knowledge of the sport, of its complexities and its practices. It is to the professional handler that they must look, sooner or later, for assistance in furthering their understanding of dogs and of the many aspects of breeding and showing.

Handling is a definite profession. Its members give their lives to it, and they live by it. The handler's work is one jump ahead of the veterinarian because his care of dogs is preventive rather than curative; he's one jump ahead of the expert private fancier, perhaps because he has more at stake—his reputation and his livelihood depend upon his knowing everything about dogs! And he's many jumps ahead of the novice exhibitor because he has served his own novitiate with a more serious purpose in view.

To the novice exhibitor, the professional handler performs a special service. The art of showing a dog in the ring requires experience and real ability. It calls for weeks and perhaps months of preparation; it is in the kennels of a professional handler that your dog will be exercised regularly, put in top condition, and trained to show. Your handler will teach you much about the sport, and you will find, in the bargain, an exciting and fascinating hobby, which can't be measured in any tangible way.

We will discuss the part played by the professional handler in the care of the pet dog later in this article, but let us now take some concrete instances of his usefulness to the novice exhibitor.

Mrs. Smith decides to buy some dogs after she has visited a number of kennels in England one summer. She makes her purchases; the dogs, grand specimens of their breed, arrive in America in tip-top shape. Mrs. Smith can't spend too many hours on her dogs, and so the task is delegated to the gardener or the butler or the chauffeur. The dogs represent, let us say, an investment of some \$3,000. Little or no attention is given to their diet; they grow listless, their coats lose their gloss, but Mrs. Smith takes the string to the next show, full of anticipation and with an eye to the blue rosette. She knows nothing about showing, only what she's observed from attending a few shows before. It looks easy. She does a clumsy job in the ring, the dogs are beaten, and in a few moments much of her interest in the sport of showing is lost.

Mrs. Jones, on the other hand, buys dogs of the same calibre as Mrs. Smith's. But upon her return to America,

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A PRICELESS POSSESSION



Ch. Dorian

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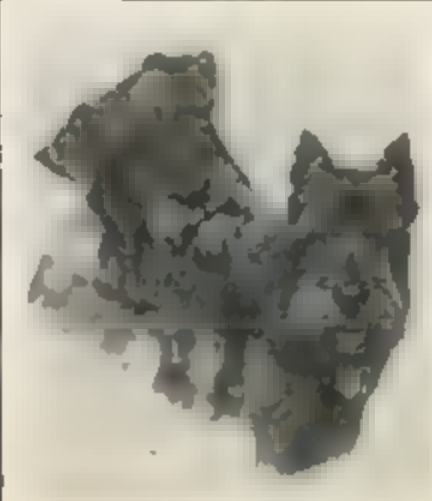


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# OF VOGUE

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their particular attention to  
letters from Vogue's readers

she consults a well-known professional handler. After their many talks together, she realizes that, although she's had dogs all her life, she knows absolutely nothing about the art of showing or, more important still, of getting a dog ready for judging. Her dogs are entrusted to the handler. They gain every day in poise and condition, and Mrs. Jones was never so excited as when the puppy took the blue ribbon. She's an enthusiastic rooster for her professional handler. She admits she doesn't know a great deal about dogs, but she's learning. What is more, the value of her initial investment has increased—people want to breed their dogs to her stock, and there are some promising puppies on the way.

The importance of the professional handler to the individual dog-owner is a rather neglected subject and one of which the average pet-owner has no clear understanding. More and more people are coming to realize that the logical place to board a dog is with a professional handler. It is here that his years of experience in the grooming and conditioning of show dogs come into play and work to the advantage of both the owner and the dog. You can have your dog's coat plucked in the proper way; his nails trimmed; and the dog put in top form generally. In most cases, the successful professional handler will know what is wrong with your dog, why he is listless or thin or too fat, and, by the same token, he knows the cause of the trouble and how to cure it. His kennel facilities are usually good; as a matter of fact, many professional handlers are installing air-conditioning in their kennels.

Your dog will be returned to you in better condition than he was before. He will be fed and exercised regularly and well. In addition, a stay at a professional handler's kennels will solve the problem of what to do with the female dog when she comes in season. In this way, you will not only banish the fear of mismating, but the grooming and conditioning she will get will make her a livelier, happier, and better companion on her return.

Many dogs get out of condition when they are about three or four years old. Their coats may fall out, there's sometimes a general apathy about them, and it isn't long before they look like anything but the smart, healthy, little puppies they once were. It may be due to improper feeding methods, lack of grooming, or indifference on the part of the owner. Here is a made-to-order job for the professional handler, for, with a change of scenery and a concentration on diets and grooming, the dogs gain greatly in health and condition.

It is the professional handler who knows all the intricacies of the art of grooming, stripping, and conditioning. Few exhibitors will trust winners to amateur handlers, and neither should the family pet-owner. The professional handler is, by experience and natural (Continued on page 16)

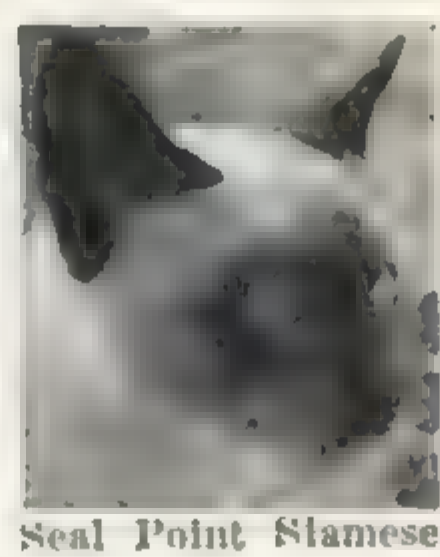
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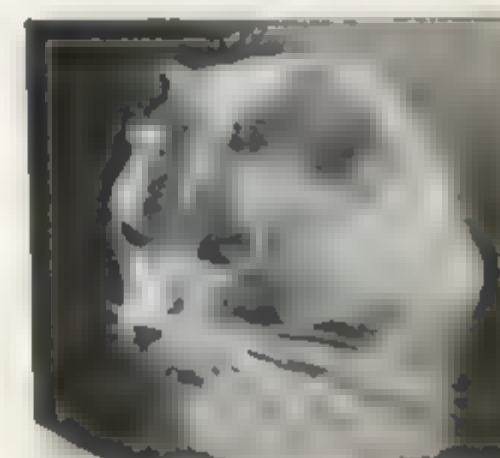


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Ch. Argo v. Lindenbuhl

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THE DOG MODE OF VOGUE

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In cans: 3 1/2 oz., 25¢; 8 oz., 50¢; 1 lb., 85¢; 5 lbs., \$3.50; 10 lbs., \$5.50; 25-lb. drum, \$12. All prices delivered. If your dealer hasn't it, write Standard Brands Inc., Department V-4, 595 Madison Avenue, New York.

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# THE DOG MODE OF VOGUE

(Continued from page 15) ability, a good trainer. He realizes that dog training can never be reduced to a system of arbitrary rules; that there is always an unknown and variable quantity that governs the application of the training—namely, the disposition and intelligence of the dog. Again, the professional's experience comes into play, for he can correctly diagnose the faults and capabilities of his charges. He knows how to eliminate those faults and to make the most of those capabilities.

Part of the reason for the present success and the prominence of the professional handler may be attributed to the Professional Handlers Association—a self-regulated association that binds these men together, has jurisdiction over all its members, and countenances no inexperience and no dodging of responsibilities. A man wearing the PHA insignia has won his place as an accepted member in good standing. To him, the fancier, as well as the individual owner, can turn in every confidence. The professional handler is an important factor in the sport of dogs; his contribution can never be measured by any tangible yardstick.

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- ☐ Cocker Spaniels
- ☐ English Setters
- ☐ English Springer Spaniels
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- ☐ Labrador Retrievers
- ☐ Pointers

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- ☐ Afghan Hounds
- ☐ Borzoi
- ☐ Beagles
- ☐ Bloodhounds
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- ☐ Scottish Deerhounds
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- ☐ Chihuahuas
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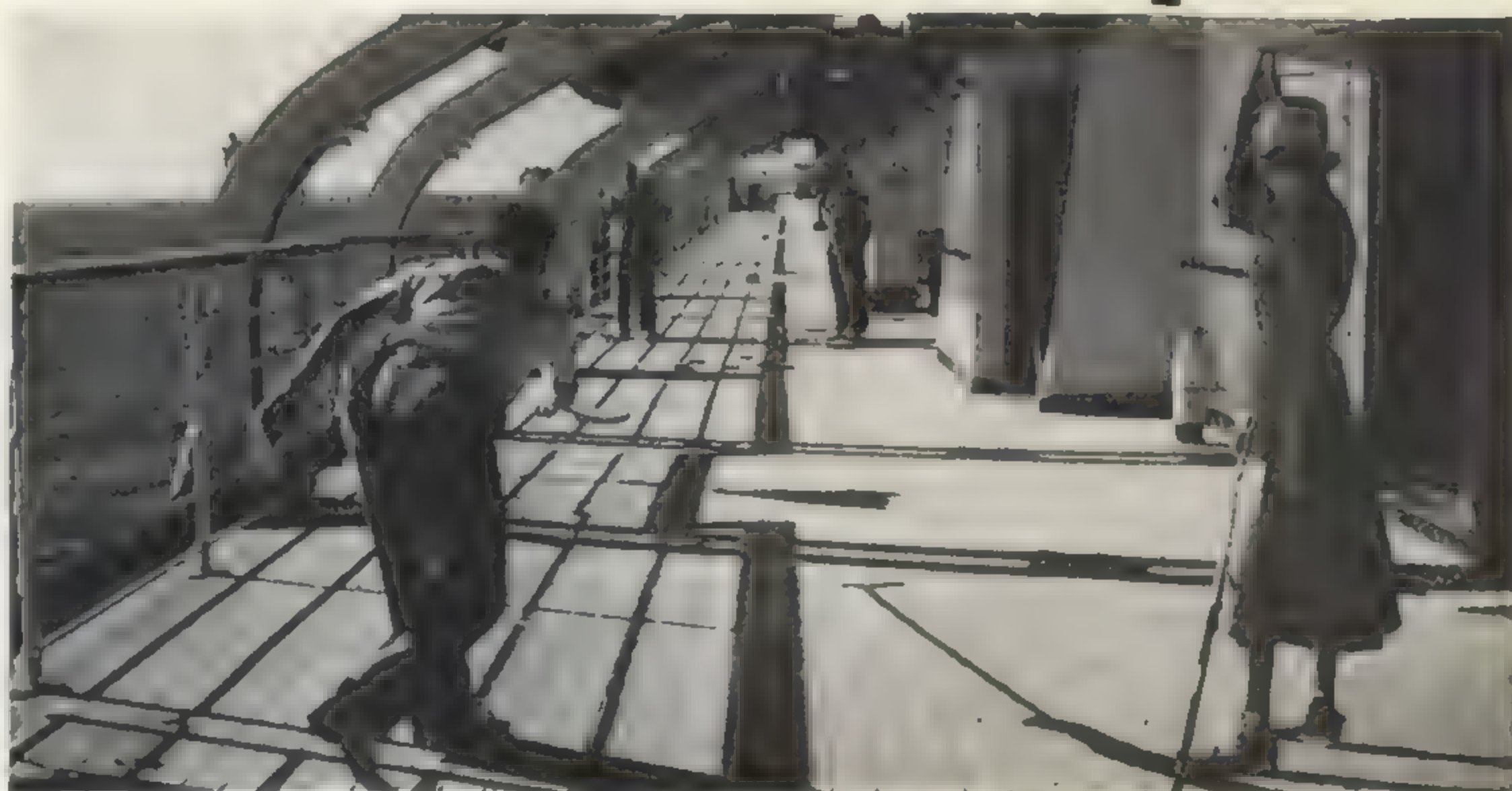
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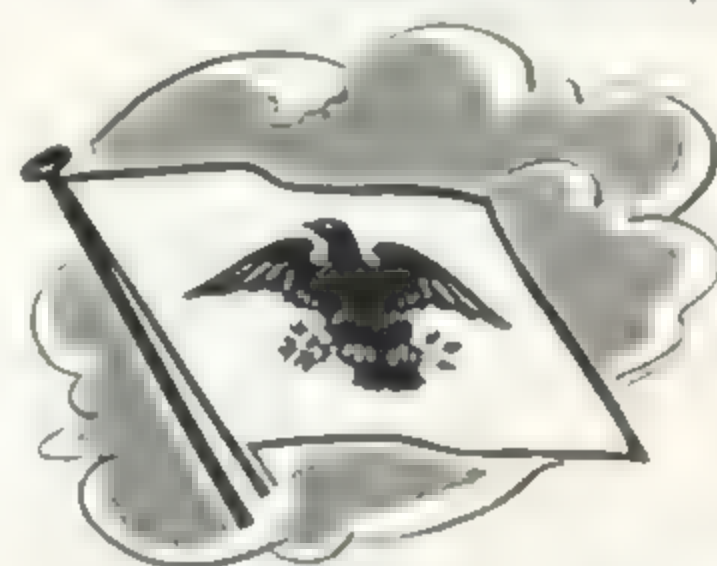
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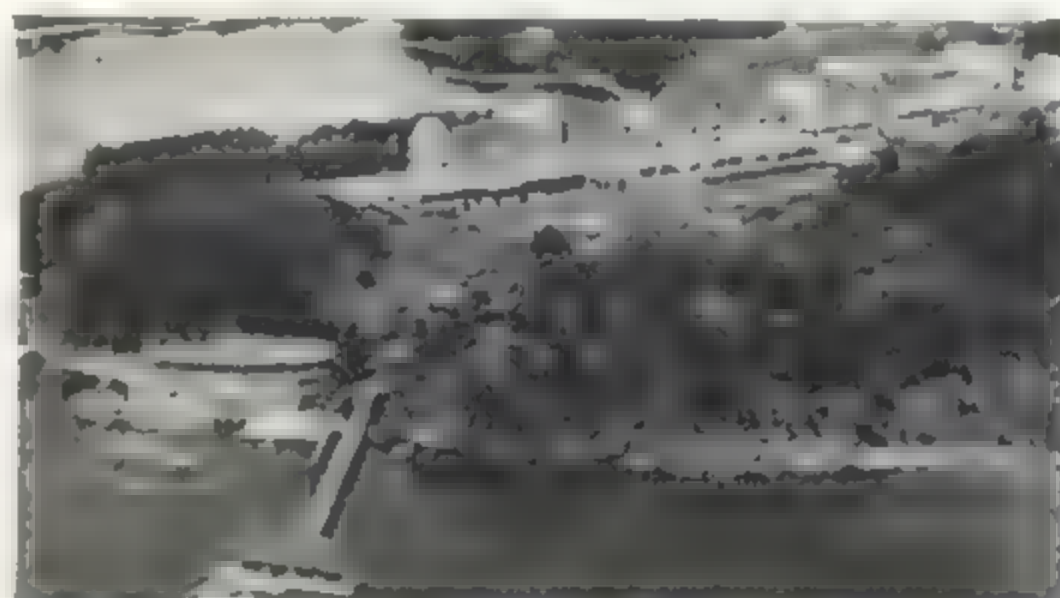
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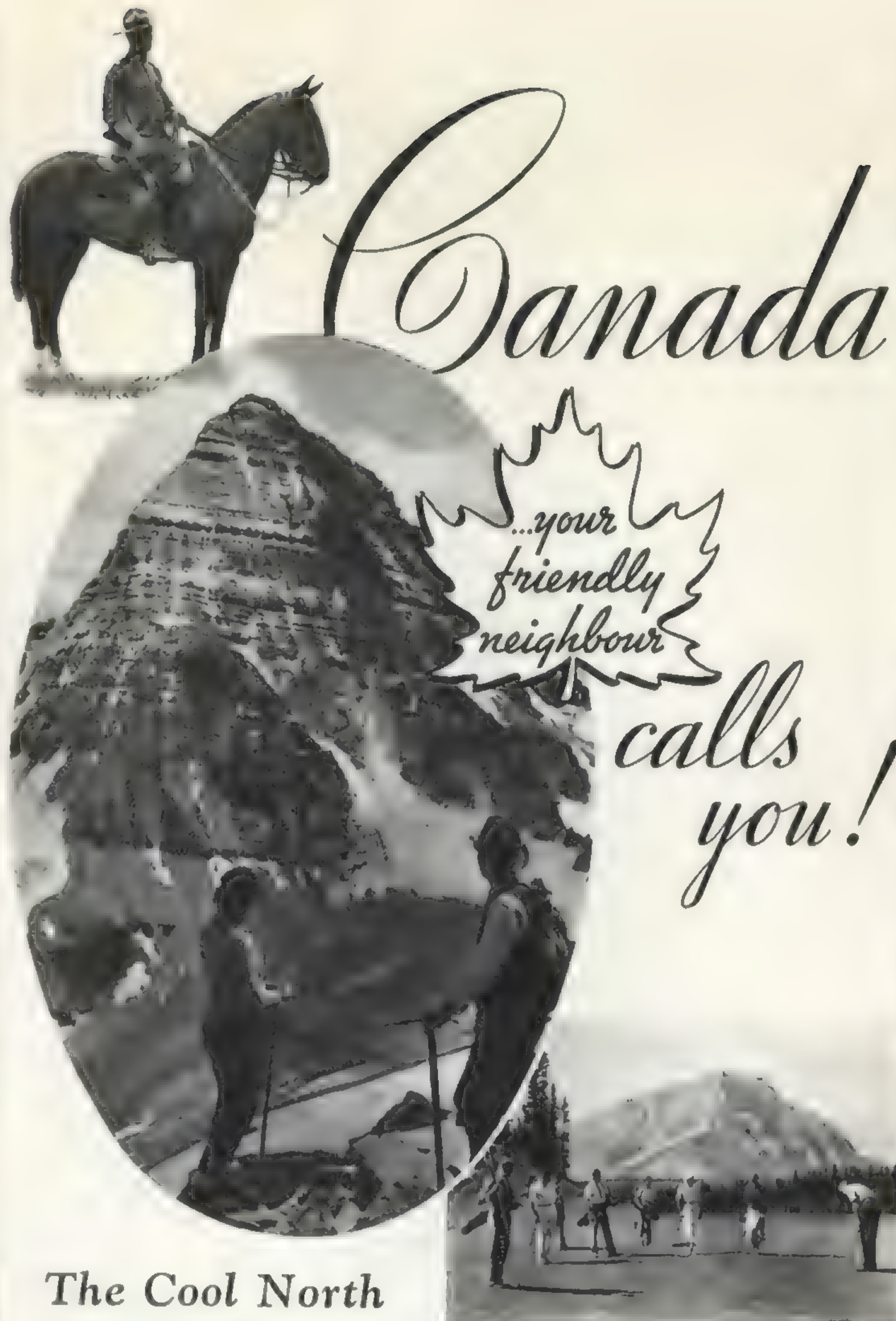
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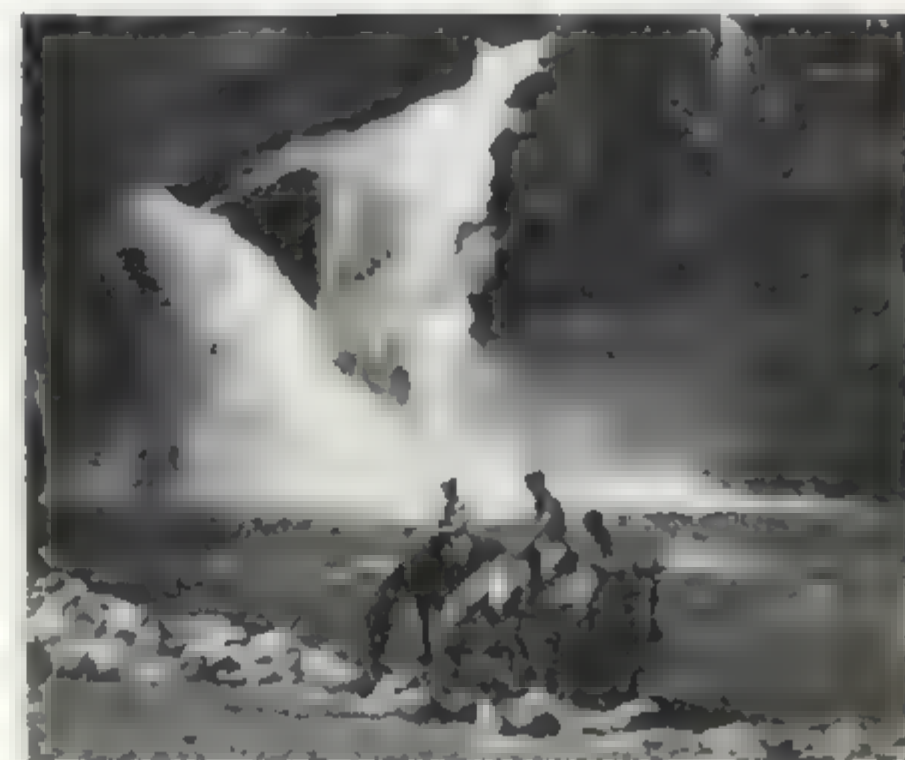
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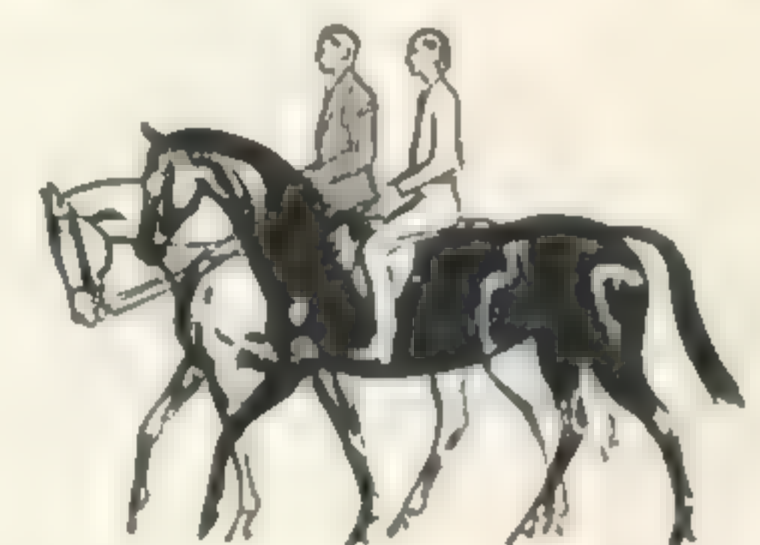
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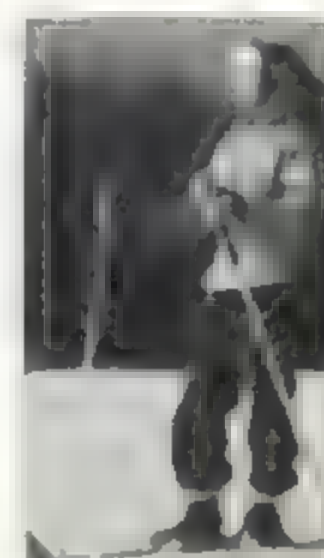
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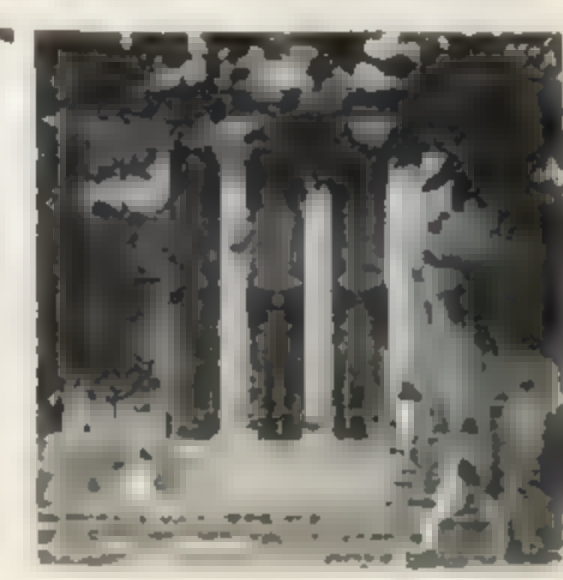
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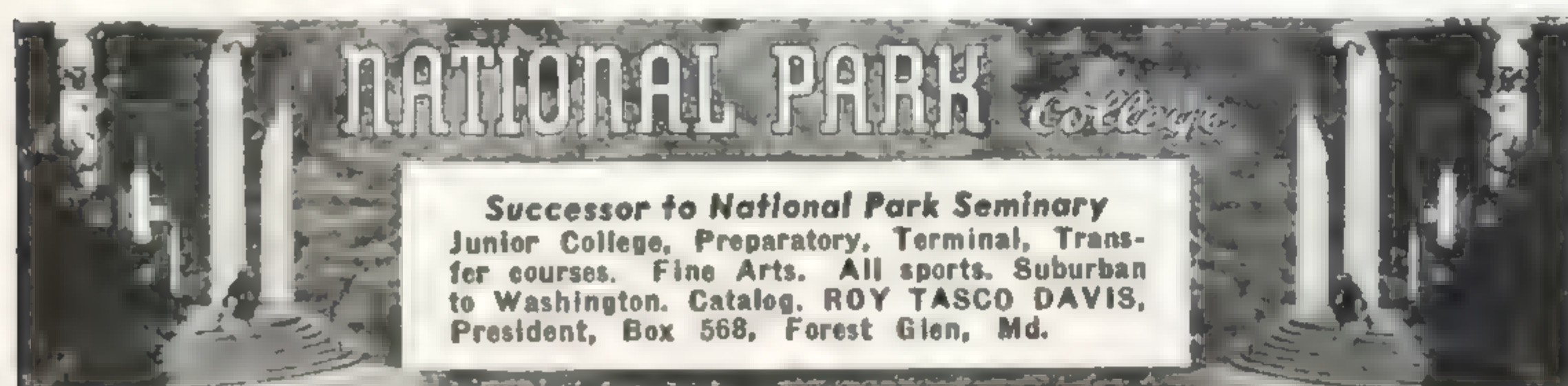
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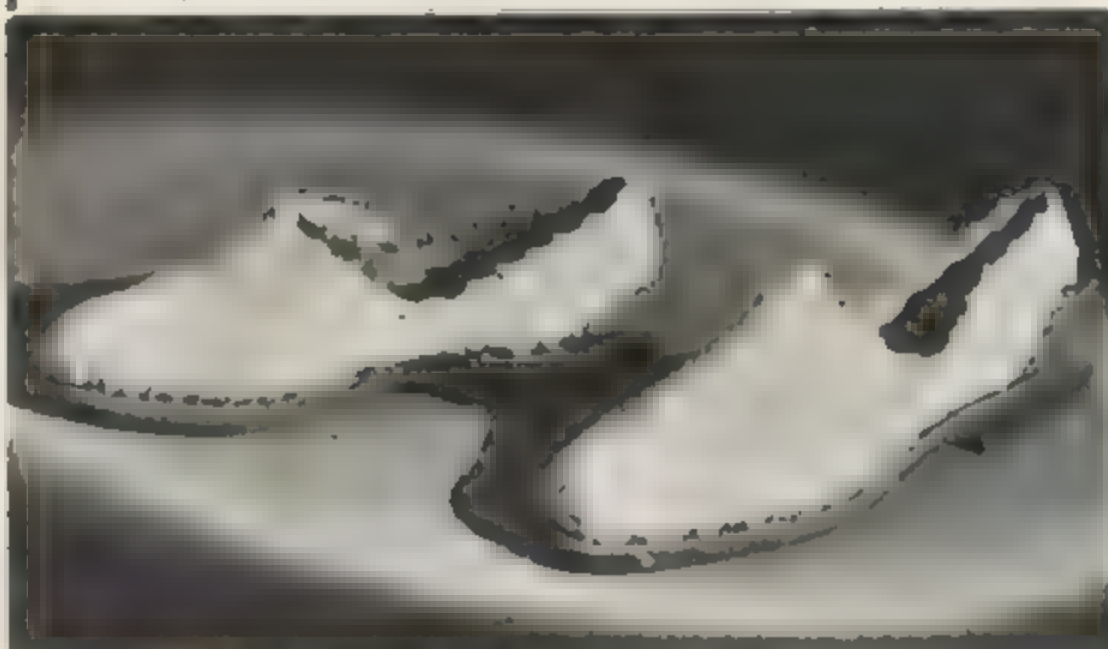


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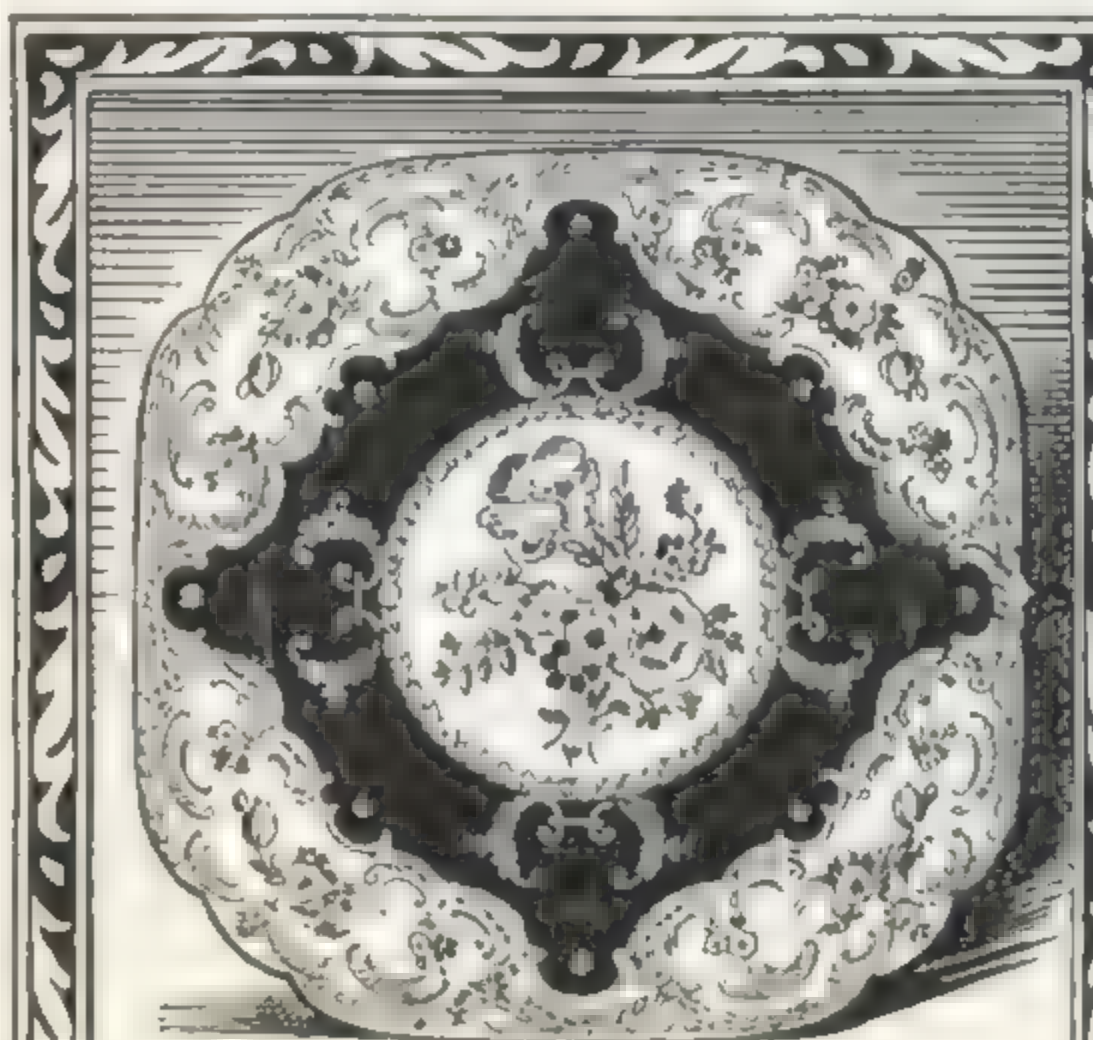
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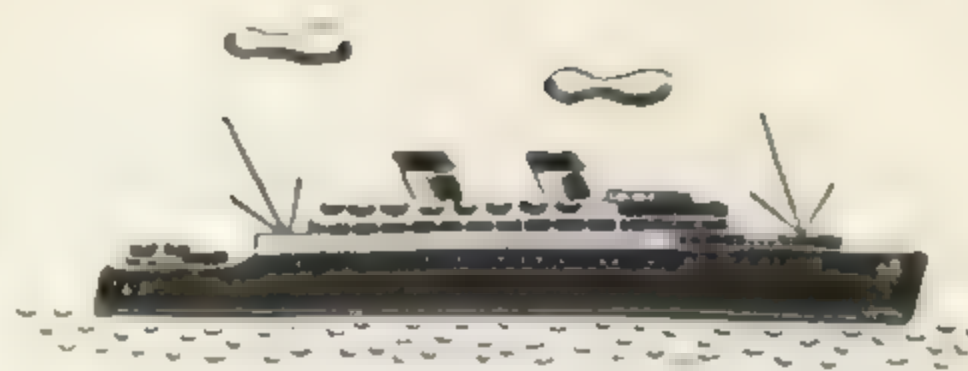


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## VOGUE COVERS THE



What are you doing this summer? (In June, every one is asking.) Perhaps you'll open the house at the shore or the mountains. Or perhaps you're sailing for Europe or on a North Cape cruise—reservations all made, passports all in order.

However, if you're still wondering, choose, from the holiday hints below, the one that fits your requirements.

**CUZCO**—If you have five weeks or more for your vacation, take a cruise down the west coast of South America—to Cuzco, perhaps. The "or more" is to allow time for lingering in the places you like. So far as the steamship company is concerned, you may stop over for twelve whole months, and their weekly sailings make it possible to continue the cruise whenever you want to.

To get to Cuzco, you might disembark at Callao for Lima, the Spanish colonial capital of Peru, staccato-ed with modern accents—one of them, the Country Club to which you can procure a guest-card. Take a plane from Lima up to Arequipa—sunny and calm, with a snowy cone called "The Gentleman," El Misti, watching over it.

Just outside the town is Quinta Bates, a flower-smothered rambling inn run by "Tia" Bates, who's a west-coast institution. Years ago, she moved to South America with her family, and, since then, she's done social-service work in the Indian villages around Arequipa, and god-mothered about five thousand Indian babies. A cordial, capacious soul possessed of a ceaseless blue-eyed twinkle, an ebullient sense of humour, she knows just what the Americans who come to Arequipa want—hot baths, cocktails before dinner, and dinner à l'Américaine. Quinta Bates is a sort of South American Algonquin—a favourite for artists and writers. You'll find it hard to leave for anything less than Cuzco.

Actually, Cuzco is two cities. Its first-floor levels are walled with Inca stones, while, above, there are mellowed expanses of Spanish stucco, and overhanging balconies. After you've seen the Fortress and the other Inca ruins outside the town, you'll probably tire of hearing the men mar-

vel at their mysterious engineering technique. Console yourself by exploring the markets, rampant with local colour and Indians who come in from neighbouring villages.

**CHILE**—For another five-weeks-or-longer vacation, take a cruise to Chile. Skiers are especially susceptible to stop-over privileges, for the skiing is at its best from late June to mid-October. From Valparaiso, go inland to Santiago, a convenient base for activities. Guest-cards are available to the Ski Club Chile and the slopes of the Cerro Colorado controlled by them.

If you don't ski, you might return to Valparaiso and spend a week, perhaps, at Viña Del Mar. The hotel there will be open, although the casino is closed for the winter months. Or fly across to Buenos Aires and back. The opera will be having its winter season, and you can have a fling at the night-life, the theatres, and the casinos.

Your clothes, by the way, will involve all four seasonal corners of your closet. In general, you'll want the very lightest clothing for the earlier part of the trip; and going down the west coast, you'll shade into spring-weight things. For the mountains, you need parts of your autumn and winter wardrobe. And if you want to go skiing, you'll know what to take without our telling you.



**GUATEMALA**  
—Another holiday scheme, and one that requires the better part of four

weeks, is to let one of the ships of the Great White Fleet take you to Guatemala. There's a sailing every Saturday during the summer. The boat takes you first to Jamaica for a day's stop-over and deposits you in Guatemala for two weeks. The first week is spent sightseeing, high in the mountains of the interior, with Guatemala City as the focal point of operations.

Your mind's-eye will photograph a series of pictures: of the dignified, richly colourful Indians, walking proudly erect over mountain roads with baskets on their heads; of the great cathedral in Antigua, built by the Conquistadores; of hand-hammered silver altars at Patzún, and the ruined Franciscan monastery and church at San Juan del Obispo; of Indians fervently at worship in an old Catholic church, in a service suffused with pagan ritual...

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# SUMMER WATERWAYS

For your second week in Guatemala, there are plenty of tangents to pursue: perhaps a few rounds of golf out at the Guatemala Country Club, or a visit to the resort at Lake Amatitlán where the representatives of foreign firms, and the diplomatic set have their homes. Roam around the markets, filled with beautiful woven textiles—blankets that make magnificent motor robes and are fine enough to use for wall-hangings.

Have lunch or tea at El Patio, Mrs. Palmer's shop in Guatemala City. Probably you'll have both while brooding over possible purchases from her collection of Spanish antiques and old silver. But don't expect to find night-life more stringent than a few movies. Beyond that, it simply does not exist—perhaps on the theory that one's daylight hours are invigorating enough to induce a good night's sleep.

ALASKA—Even Easterners can fit a trip to Alaska into a three weeks' vacation, and, with more elastic time limits, break the transcontinental travel into interesting stages. One way is to stop off at Banff or Lake Louise in the Canadian Rockies for several days, before going on to Vancouver (or Seattle) to take the boat for Alaska.

Go up the Inside Passage along the Panhandle Country that flanks western Canada. It looks like Norway, this steep mountainous coast with little Alaskan villages slipping off the sides, and deep, fiord-like "canals" slicing into the mountains. When your boat reaches Juneau, you'll want to drive out to see the turquoise peaks of the Mendenhall Glacier, and the cruises that stop in Skagway allow you time for the rail trip up to White Horse, deep in the mountains of the Yukon. Still others involve more extensive inland trips, and voyages down the Yukon.

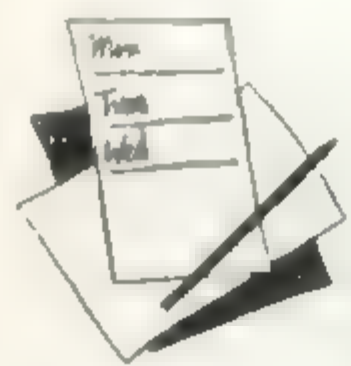
Everywhere there are flowers, grown huge in the endless Arctic light, and people keeping hours that would weary an owl. You'll hear of the casual way they charter airplanes for fishing trips, have midnight baseball games, constant picnics, and live graciously—compensating for the paucity of servants by the use of every known electrical device. Then, if you really want to go into the matter thoroughly, take a cruise that goes as far north as Nome, and even further—to villages beyond the Circle. Whatever your preconceptions were, Alaska will surprise you in a lot of ways.



## SHORT CRUISES

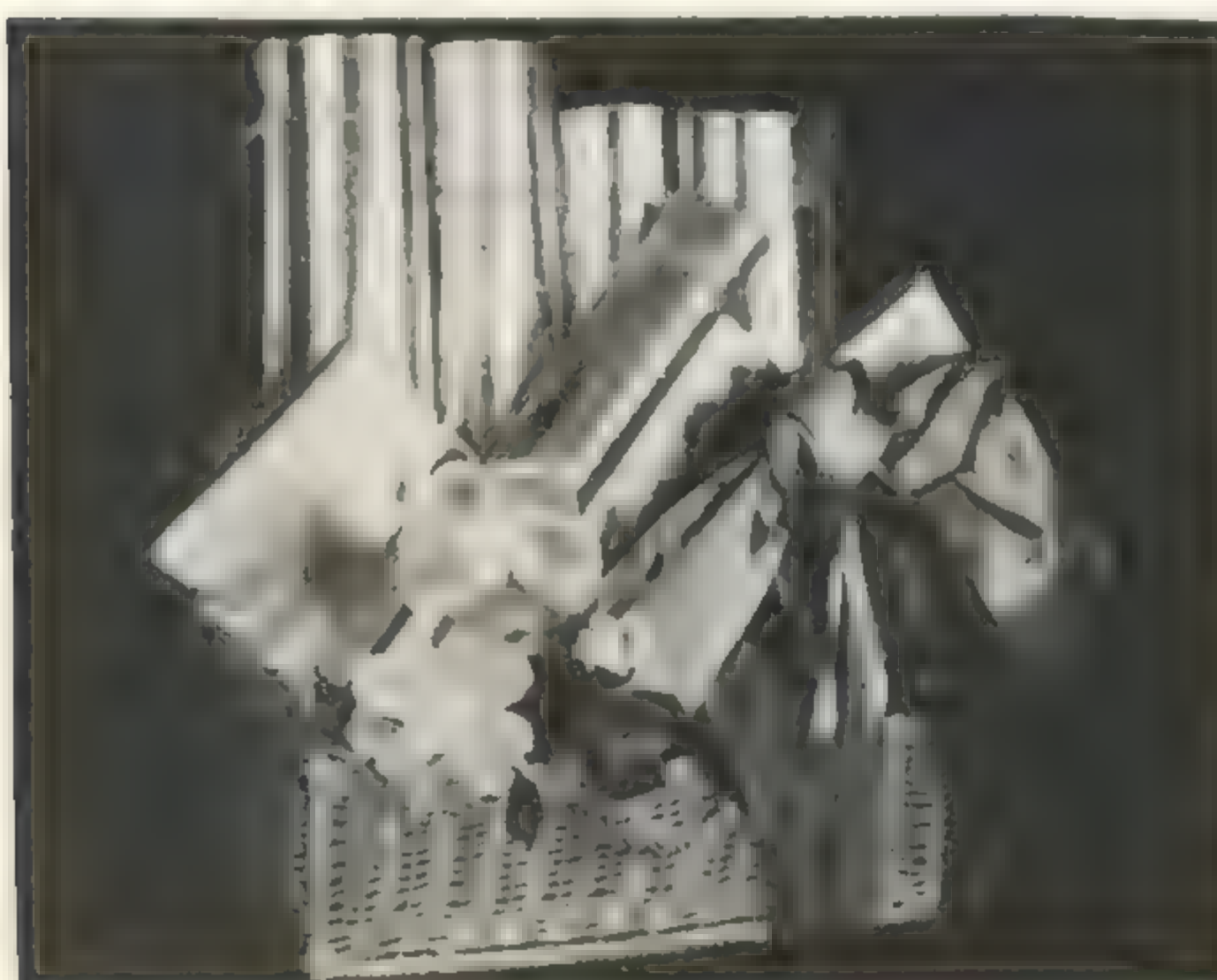
—However, suppose yours is one of those iron-bound two weeks' vacations that can't be stretched. Take a twelve-day cruise from Montreal, down the Saint Lawrence and out through the Gulf. Quebec has as foreign a flavour as you'll taste in the New World. Hire a two-wheeled carriage and match your French against the driver's problematic patois, drive out over shrine-dotted country roads, and lunch at the Château before your cruise moves on. Stop in at Murray Bay. Cruise up the Saguenay and out along the north shore of the Saint Lawrence; up to Labrador, and down around the Gulf to Nova Scotia....

Or concentrate your holiday interest on one particular spot. On Nova Scotia, perhaps. Cruises sail from New York or Boston to Yarmouth and Halifax, throughout the summer. Play golf at Digby; board a schooner of the Lunenburg fishing fleet and talk to the crew; watch a procession of Acadian churchgoers on a Sunday morning; go up to the Margaree for salmon-fishing; drive around the clean-swept coast of Cape Breton; go to a Gaelic Milling Frolic with its Celtic songs and Scottish dances....



If a week is all you can spare away from home at one time, consider a cruise on the Great Lakes. Take a boat, and some of them are really handsome craft, from Buffalo, Cleveland, Detroit, or some other Great Lake port. Cruising in mid-lake gives the same sense of detachment from worldly cares that mid-ocean meandering does. And the shore-line changes with diverting rapidity. Boats poke around the pungent piny islands of Georgian Bay, go through the locks at Sault Sainte Marie, and amuse you en route according to the best cruise traditions.

Or embark on a fleeting voyage to Bermuda, with the boat anchored in the harbour, doubling as your hotel. But don't ever, ever languish and grieve that you "can't get away at all," for as long as the Day Line boats ply between New York and Albany, you can always cruise up the Hudson on a picnic, a visit to Poughkeepsie or West Point—and even a one-day holiday is a powerful pick-me-up.



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# VOGUE COVERS

## Take to the roofs



Thanks to the city's plentiful pinnacles, New Yorkers can rise above the heat when the thermometer goes up. For there are any number of roof-top refuges where you can waylay the breezes of the upper air, and hobnob sociably with the astral bodies. We'll remind you of a few:

**ROCKEFELLER CENTER RAINBOW ROOF:** This summer, it's Al Donohue's music again, at the Rainbow Room, with Paula Kelley singing. Eddie Le Baron's rumba band alternately provides the dancing fare, John Iloystadt, "candid satirist," Jack Cole and his Balinese Dancers entertain you, and, from now on, you can suit yourself about dressing formally or not. In the Grill, Ben Cutler, whom you cheered as the handsome hero of "The Fireman's Flame," leads the orchestra for dancing.

**WALDORF-ASTORIA STARLIGHT ROOF:** Here you have blue crystal stars, and a bronze grill above to let the sky in. You dance to Xavier Cugat's new fifteen-piece orchestra, as well as to his tango-rumba band. You watch a special "Fiesta" performance—with Nena Sandoval, the new Spanish dancer from Mexico City, with Corinna Mura, who sings and plays the guitar, with Frakson doing funny tricks. And, of course, you have the lemon-and-lime coolness of the Palm Bar.

**HOTEL ST. REGIS ROOF:** Paquin, Bergdorf Goodman, and Elizabeth Arden all had a hand in the costumes

or the *maquillage* of the Revue Directoire on the pastel rococo St. Regis Roof. Carl Hemmer's Dancers bring to life the gay days that followed the French Revolution. Joseph Rines and his orchestra play for dancing, and Raul and Eva Reyes do a convincing Conga.

**HOTEL PIERRE ROOF:** This roof is forty floors aloof from the lower lassitudes of the weather. Emil Coleman's orchestra plays, Medrano and Donna dance, and every Wednesday night, Marion Cooley directs one of her famous parties.

**HOTEL ST. MORITZ SKY GARDEN:** All done up in yellow and ivory, with flowers and mirrors, this is a cool summer garden. A dance team and a singer will amuse you just long enough, and Basil Fomeen's orchestra will be playing when you feel like dancing.

**HOTEL BILTMORE ROOF:** June ninth is the opening date for summer here. Meanwhile, decorators are changing its personality. We can't tell you just how, at the time of writing, but we do know that this is where you'll find Horace Heidt and his musickers.

**PENNSYLVANIA ROOF:** Kay Kyser has taken things over here, much to the delight of the young, and, from now on, only luncheon will be served in the Madhattan Room. "Ginny" Sims sings with the Kyser crew.

**HOTEL ASTOR ROOF:** A whole city block of Italian Riviera grows here, practically on top of Times Square. Rudy Vallee supplies the musical personnel until July fourth, and, from then on, it's Hal Kemp and his orchestra.

**HOTEL MCALPIN ROOF:** The *décor*, we're told, is to be as light and summery as white ducks. Johnny Messner's band will play for dancing, and Jean D'Arcy will sing.

**HOTEL BOSSERT MARINE ROOF:** An amusing place to head for some summer night when you tire of beating the usual track around Manhattan. Here, in Brooklyn, you can stand off and look at New York's magnificent night sky-line. Besides, the music is good, and the marine motif everywhere makes a nice diversion.

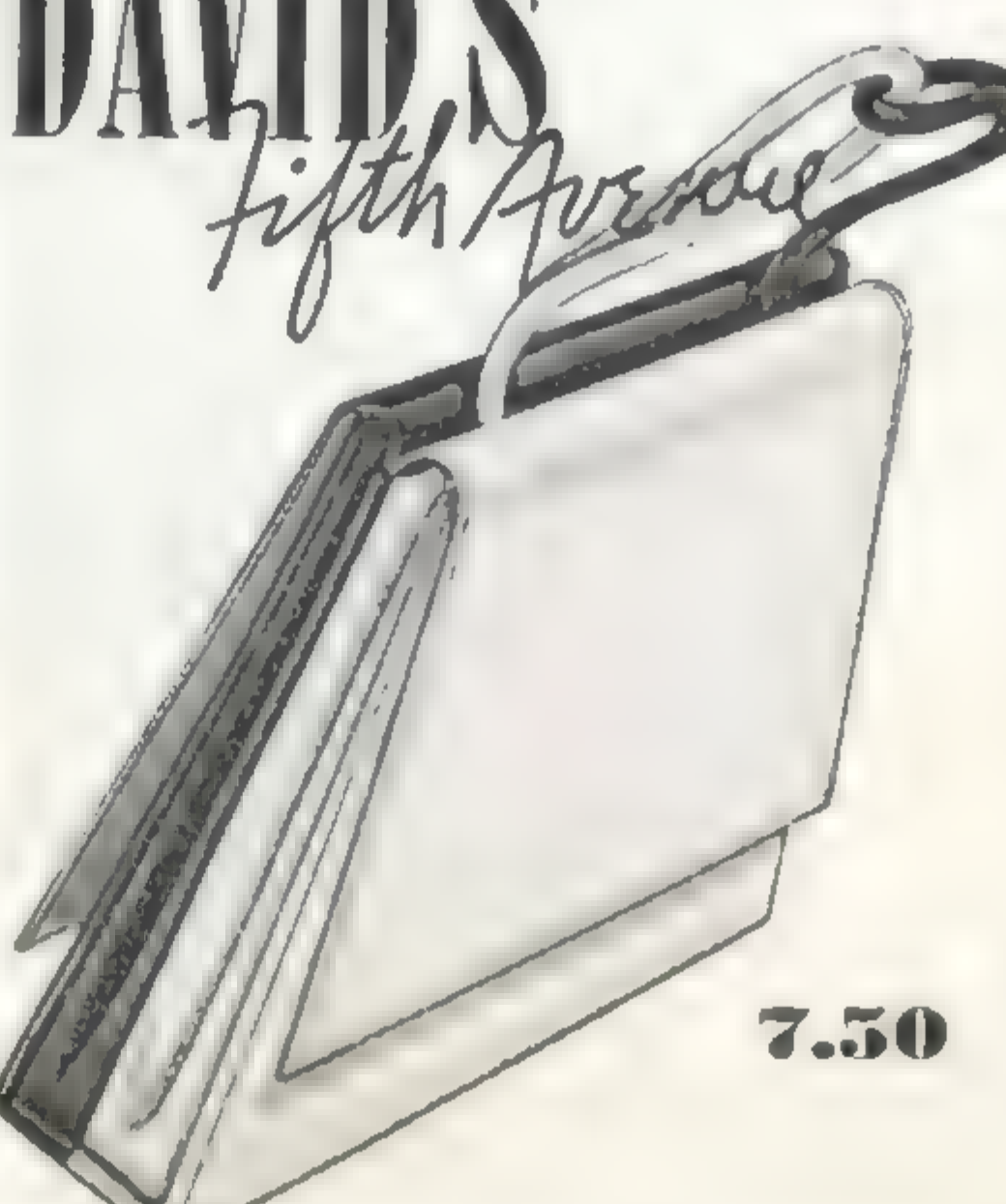
## Revue Review



Filling you with nostalgia for vaudeville's heyday in the 'twenties—for gleaming juggled tenpins, agile acrobats, and yipping, hoop-jumping little dogs—

are the new revues at the Casa Mañana. Each show is planned to run for two weeks and will be packed full of the best vaudeville acts Billy Rose can find. The new programs get their impetus from the success of the in-

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# THE TOWN



formal "Fiestas" held each Sunday at midnight. Crowds have been jamming the Casa Mañana for these impromptu sessions when, like as not, Eleanor Powell got up and ad-libbed a dance with Bill Robinson, Nelson Eddy sang, and any other notables in the audience contributed some spur-of-the-moment fun.

The new *variétés* are the result, and the Sunday nights will continue on their merry way. Incidentally, it's possible to sit at the little tables up on the balcony to see the revue, and come down to dance to Vincent Lopez' orchestra besides—all for one dollar a person.

One of the summer's ice-cold tonics is the International Casino's current revue. It's called the "International Ice Frolics," wherein a whole battery of skating stars, and a ballet of satellites glide over the ice with consummate grace. The stars include Guy Owens, Evelyn Chandler, Bruce Mapes, and Nathan Walley—champions, all of them, but we won't bore you by cataloguing their titles.

Between shows, a floor goes over the ice for you to dance on.

## La Marquise



We like restaurant managers who are not merely overseers; who are, in fact, so interested in the food they serve that they trust no one but themselves to put the finishing touches to a dish. Silvio at La Marquise, which recently opened at 28 West Fifty-Sixth Street, is just such a man.

From the seafood cocktail to the individual drip coffee at La Marquise, everything is calculated to put you in a state of purring contentment. We have a particular leaning toward chicken à la Marquise; chicken and broccoli rolled in a pancake with a teasing sauce; and strawberries à la Marquise, which Silvio learned from his mother and which involve—among other things—cream and curaçao and brandy. (We're going to have it with peaches, a little later on.)

The interior of La Marquise is very pleasant—calm blue and cream and rose, with a diverting diagonal mirror over the bar. The entertainers wander in, play a selection or two, and wander out—the music is of the background, rather than drop-everything type. Silvio and his co-partner, Tony, open La Marquise at noon, and continue on as late as any one pleases. We like it for lunch—and as a good place to go for a quiet evening or a prelude to a noisy one. A dollar and a half buys an excellent dinner there.

## Henri's—new and nicer

Regularly we have trekked over to Henri's on West Forty-Sixth

Street for the bouillabaisse, the incomparable ices, the pastries. And always, they were worth it. But when the white façade of their new building at 15 East Fifty-Second Street was rising, we were a little apprehensive. Maybe it wouldn't be quite as nice, pulled up by the roots that way. However, we couldn't have been more wrong!

Henri's has gone modern only in points of convenience and comfort and a more accessible address. Its *décor* and spirit are still rather Old-World French. It still has a feeling that, for want of a better word, can only be described as *politesse*. And the food is precisely the same.

Of course, everything in the new restaurant is air-cooled and conditioned and indirectly lighted. The dining-room is just large enough to give a nice feeling of spaciousness. The little bar is intimate and comfortable—and Henri's has always had a reputation for the excellence of its drinks and cellar.

Because we are always fascinated by the workings behind the scenes, we explored the immaculate kitchens, and invaded the special floor where the patisserie is made—the famous pastries and candies for which people have gone for generations to Henri. And, with our own eyes, we watched these pastries come into being—*éclairs* the size of your finger, fruit tarts round as half-dollars, minute Napoleons....

Of course, this will be a divine place in summer—cool and convenient, good food and good drinks. Our forecast is that once you go there, you'll find your own special reason for listing it among your favourite places.

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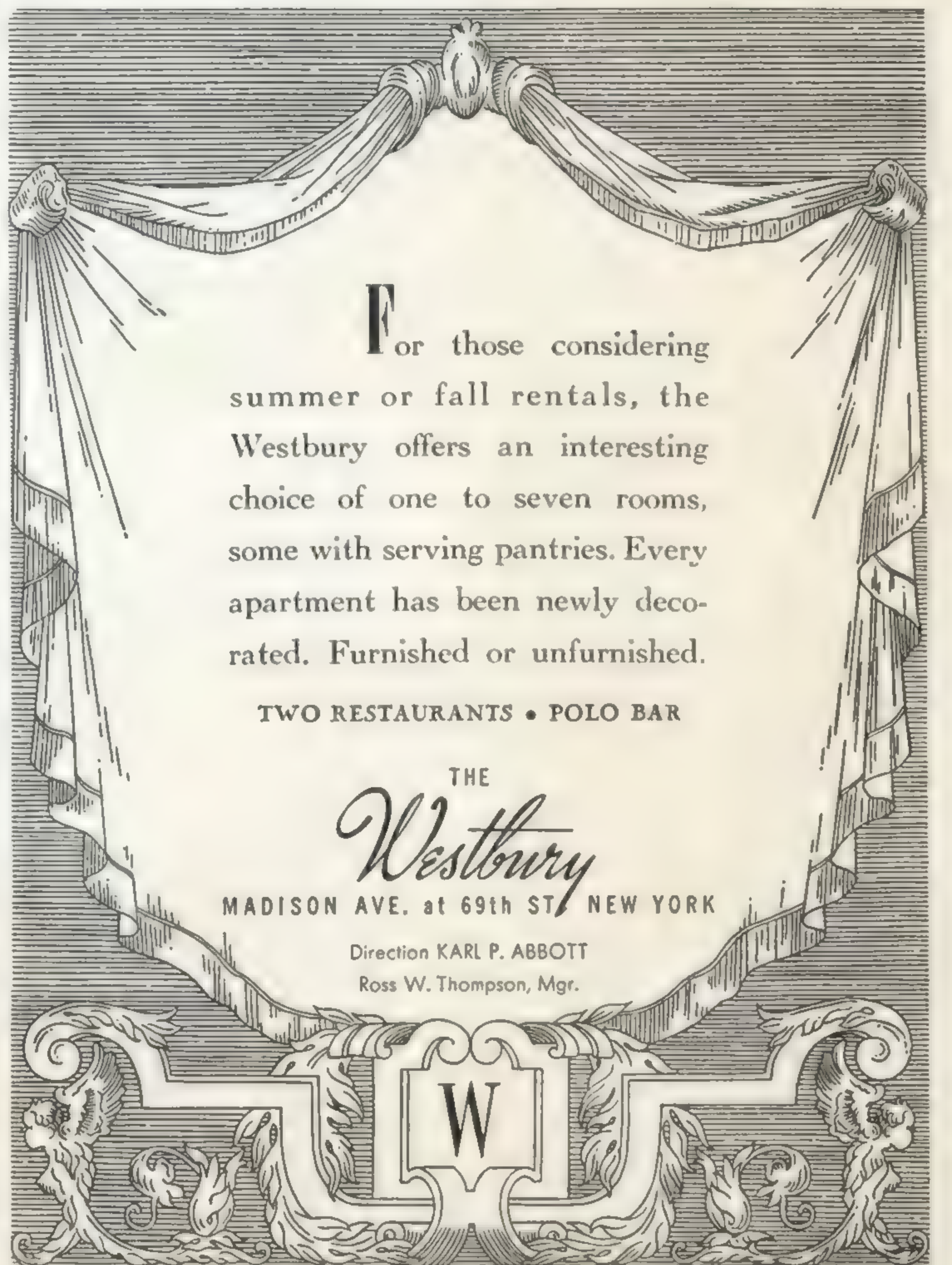
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INCORPORATING  
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June 1, 1938

Vogue covers the waterways, 28-29

Vogue covers the town, 30-31

Vogue's-eye view of the seaside, 39

Water-worshipper, 40

"There was no more sea," 41-43

Sea ways, 44-51

Waves of white, 52-53

White—all day long, 54-55

Billow of white, 56-57

Foreign shores, 58-59

Sands of time, 60-61

Regatta, 62-63

Sailing off the Riviera, 64-65

Seaplanes, 66-67

My cook is a sailor, 68

Bound for the sea, 69

Bérard designs cabañas, 70-71

The Terrace Club, 72-73

Summer beauty, 74-79

Good sailors, 80-81

Shells and flowers, 82-83

Finds of the Fortnight, 84-87

Ship-shape, 88-89

Make for the shore, 90-91

Shop-hound makes a splash, 92

The dog mode, 14-16

Vogue's travelog, 17-19

School directory, 20-25

Vogue's address book, 26-27

Gourmet's guide, 27

The shops of Vogue, 28-31



PHOTOGRAPH BY IVAN DMITRI



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# SILK

Hot weather chic can be had in the simplicity of cool silk sheers like the starched silk chiffon gown above—completely shirred yet flatteringly flat. And there's added clothes assurance that comes from wearing garments made of quality silks, not only because they will wear and clean and hold their shape but because of that added quality feeling that good silks give.





## VOGUE'S-EYE VIEW OF THE SEASIDE

No need to tell you where that footprint on the sand, above, is pointing. Toward the water, of course. Toward the salt sea. Toward lake, or stream, or swimming-hole. It matters little *where*—so long as there's water, for that's all any of us cares about in summer. Without water, life is insufferably dry; we have—to be happy—to swim in it, sail through it, cruise on it, lie beside it, sleep within ear-shot of it, drink it, dream over it, or just look at it.

When no ocean detonates at our door, we build a pool. When we don't own a yacht, we take a cruise or sit on a raft. Even when we don't go in or on the water, we dance near it, play near it, eat (preferably sea-food) near it.

Quite explicably, then, we dedicate this issue to the sea—and all that skirts it. We've trailed water-worshippers from Rio to the Riviera, from the decks of Diesel yachts to the prows of Venetian *trabaccolos*; sighted cruises from Arctic to Antarctic. We've wheedled Christian Bérard into designing a flotilla of new cabañas; seined through thousands of bathing-suits for the most seaworthy; sifted out evening clothes that survive salt air; hooked new accessories for ship or shore; put in a strong oar for more beauty on the beach (most beaches could do with more). And, finally, we've caught the lyricism of the sea with Mary Ellen Chase's poetic prose.....and its laughs with a candid camera.





The most enchanting water-worshipper of the Seven Seas—a Bali girl, painted by Covarrubias



# "there was no more sea"

by Mary Ellen Chase

*"And I saw a new heaven and a new earth: for the first heaven  
and the first earth were passed away; and there was no more sea."*

I HEARD these words as a child, sitting beside my father on a Sunday morning in the white church of a Maine coast village. The minister who read them seemed calm and undisturbed enough in the face of such lamentable prophecy. Quite evidently to him as to the prophet who had seen this inglorious vision, the reaches of blue water, which I could see just beyond the clear windows of the church, were one with the sorrow and the crying, the death and the pain, which also were to be no more. They were all alike undesirable things for which Heaven would have no place.

I looked at my grandfather, old and unconcerned, in the pew opposite our own, at my grandmother beside him. She had sailed with him in his ship to the uttermost parts of the earth, to Shanghai and Martinique, to Madagascar and Bombay. To her, Marseilles and Cadiz were better known than were Boston and New York; the Indian Ocean than Penobscot Bay. Whatever would she and my grandfather talk about, I wondered, in this Heaven where there was to be no sea? With what would my restless grandfather occupy his endless days when there were no tides to watch, no long piers and quays to walk upon, no compasses to teach us, no incoming sails bursting upon a far horizon? There were other sea-captains in other pews, men with still, firm faces whose familiar stories had seemingly been born with me like my hands and my feet. Were they who had known the harbours of the world going to be content with the great and high wall of the New Jerusalem, with her shining foundations of precious stones and her streets of pure gold? How would the fishermen along our coast, like Peter and James and John along the Sea of Galilee, make out in callings strange to them?

Since none of the quiet faces about me bore any of the disappointment and injustice which I felt, I concluded either that age had dulled their sorrow or that they, having years ago been informed of this monstrous intention on the part of God, had gradually become used to it. "You can get used to anything," my grandmother was always saying. Perhaps this favourite remark of hers was largely the fruit of her own gradual hardening through long years to the knowledge of what irreparable loss awaited her in the world beyond.

God had been partial to the inland people, I thought, those for example who lived in Vermont. Never having known the ocean, they would not care a fig for its banishment. They might conceivably even be relieved, for, as I had already learned from cousins living in the mountains, the sea gains lovers slowly. Vermonters could enjoy to the full the passing away of pain, sorrow, and crying without paying a price for their comfort, whereas all of our large family, our neighbours, and our friends, would have bought *their* freedom from sadness with the bitter price of another and far more overwhelming grief.

Throughout the long sermon I gazed from the window beyond the green fields which sloped to the rocky ledges at the edge of the incoming tide. If there was to be no more sea, I thought, then there would, of course, be no more shore. The brown ledges would go; the frail sea lavender that grew in the pebbly sand farther up the beach; the matted borders of brown kelp, which with all their possible treasures lay just at the edge of the tide; the sea-urchins and jellyfish



at low tide, the snails and the crabs, even the clams who stupidly spurted jets of water on one's bare feet and legs and gave their welcome whereabouts dead away—these, too, would be no more.

In a Heaven of no shore and no quiet harbours there would be no long summer afternoons when one could lie on one's stomach with a book among the purple vetch and sea goldenrod of a quiet cove, the sandpipers scurrying before the tide, a heron asleep in a still inlet, and the drowsy sound of the creeping, slipping water. In a Heaven of no shore and no harbours there could be no wading in the shallows, no building of sand-castles or launching of boats, no sailing with older brothers or sisters in a dory borne by an open umbrella skilfully moved from side to side to catch the wind. With no shore there would be no wharves and no quays, no slapping of blue waves against green-encrusted piers, no entanglement of lines as we perched like a row of pigeons along the worn, silvery timbers above the tossing water.

Since there was to be no more sea, there could be no more harbour islands, to which one could wade over the sucking flats at low tide and which at high tide lay engirdled by shining water. Worst of all, there could be no incoming schooners, laden far above the gunwales with fragrant logs for the sawmill by the brook. The schoolhouses in Heaven, I thought, would be dreary affairs, set in wide, dull fields. Their windows would open on no sweep of blue water and the children in them could never neglect their lessons to watch the incoming fish-boats....All in all, it was a desolating prospect. Summer visitors in Heaven would have no place at all to go; and coast children might just as well give up at once any struggle for virtue since their reward was to be so ironic and so incomplete!

Now that childhood anxieties have passed away, I have no further quarrel with the prophet on theological grounds, yet æsthetically I still feel his vision lacking. Perhaps, since higher criticism has questioned his identity, he may have been one of those ancients who for purely physical reasons, based on sad experience, distrusted and hated the sea. Perhaps, he was a Roman and like most Romans in constant terror of seasickness. Like Horace, who, it will be remembered, wondered at the foolishness of men in leaping across the seas when there was dry land which might be traversed to one's desired haven; or like the great Cato, who considered a journey by sea one of the three grave mistakes and misfortunes of his life; or even like Lucretius, who saw pleasure in watching from the land those in peril from the waves. They, like him, would have recognized both common sense and comfort in that "sea of glass like unto crystal before the throne of God."

In the allegory of the prophet there may be this of truth: that we must forego much for the compensations of any future life. The blue waters of Passamaquoddy; the pounding of surf on the ledges of Marblehead; the long rollers of the Pacific on its yellow sands always suggestive of a sophistication and a finish unknown to the vigour of Atlantic waters;—these conceivably may have no place in any reality which we may perchance retain. And if the dreamless sleep of Socrates be our fortune, we are clearly in no better situation. For in that endless night we can hope for no memories of the Dardanelles before the plains of windy Troy, the purple Aegean beyond the white temple of Sunium on its headland, Penobscot Bay with the snipes racing before the wind.

Considering all these things, I am beset by that terror native to all who gladly go down to the sea in ships or look upon it from any one of a thousand headlands from Monhegan to Tintagel. "Seize the day!" cried Horace, that hater of deep water. *Carpe diem*. Shall it be the cliffs of Monhegan, or the moors of Nantucket, or an island in Casco Bay? Or shall I wire New York for a passage in any good ship and prayerfully await that hour when I shall slip down Ambrose Channel to the open, unharvested Atlantic?







TONI FRISSELL

**"THE FLUNG SPRAY AND THE BLOWN SPUME"**



**SEA WAYS** From here on, you'll see all the new ways that bathing-suits take this summer; the conservative ways and the liberal ways; the white ways and the bright ways; the utilitarian ways and the ornamental ways. Below: Aquatic flowers, like those you find in underseas gardens (*all* kinds of flowers in all colours flourish on bathing-suits this year) splash over this B.V.D. suit, of white satin knitted with "Lastex." From Best; Marshall Field

Opposite: Purple—uninhibited, sunset purple—looks especially new and lively on the sands. Here's a purple suit to add to your collection—a suit knitted in small diamond ridges, with the merest vestige of skirt, and a pair of white hooks and eyes at the shoulders to hold up the shoe-string straps. (You can see for yourself how flatteringly it brings out the golden overtones of your tan.) Find this suit at Peck and Peck; J. W. Robinson, Los Angeles







KODACHROME BY TONI FRISSELL • CONDE NAST ENGRAVINGS





## SPLASHING COLOURS



- Above, first: Polka-dots—new in green—for a Victorian-sleeved silk suit. From Saks-Fifth Avenue, New York; Chicago; California
- Slipper satin made seaworthy—that's what this suit, with its brassière and pleated shorts, is made of. Jersey tights go underneath. Macy's
- Third: Peasant suits now go near the water. This cotton one has a stand-out skirt and ruffly cabbage sleeves. From Constance Ripley
- Fourth: Another of the new race of dress-maker suits—this time of seersucker piped in white. Bonwit Teller; I. Magnin, California
- Fifth: A new medium for bathing-suits—hop-sacking—in bright, unabashed colours. From Saks-Fifth Avenue, New York; Chicago

- Sprawling: A suit cut on the bias to fit perfectly. It's of Celanese jersey sprinkled with flowers. Bonwit Teller; I. Magnin, California
- Silly little pants for the youngest swimmer—nothing more than a few square inches of printed satin knitted with "Lastex." From Best

- Left: A wall-paper fit and wall-paper flowers on this Catalina suit knitted with "Lastex." Six little buttons parade in back. From Macy's
- Slipper satin with cotton—paradoxical and new-looking—for this suit. Flighty satin bolero and shorts. From Best; Marshall Field







## RIPPLING SKIRTS

- Above: A trace of a skirt—more and more suits have skirts—for this one-piece Shepherd suit knitted with “Lastex.” Bloomingdale
- A flaring skirt on a sharkskin suit—incredibly kind to your figure. (Try sharkskin in pastel colours, as well as in white.) Bloomingdale

- Centre: Miniature suspender-strap suit of satin with “Lastex,” bright as a new penny. Best
- A ballet skirt and polka-dots for a satin jersey suit. Bonwit Teller; I. Magnin, California
- Horizontal stripes in a suit of vivid Spun Rayon. For a devastating effect, wear it with a white terry-cloth cape. Suit from Macy’s

- Bottom: Suit of Peter Pan cotton. At Saks-Fifth Avenue, New York; Chicago; California
- Plaid straw (!) skirt, brassière, and hat—non-scratching—designed by Constance Ripley for Lord and Taylor; I. Magnin, California
- Devious stripes mark a suit of Enka Rayon jersey. Find it at Best; I. Magnin, California



*Bo / in*









**BEACH DÉCOR** above, shell-patterned white bathing-suit by Gantner and Mattern. Over it, an apron-skirt of dark red India cotton. Around the neck, a string of brown and white Hawaiian shells. All from Bonwit Teller. Melon-shaped canvas bag; Bergdorf Goodman. Mammoth straw hats, with and without crowns; John-Frederics

Opposite: White sharkskin bathing-suit with a wide, wide, shirred waistband. Sharkskin skull-cap; separate band of straw flowers. Yellow linen slippers. Top, left, Deauville's peaked straw hat; red-threaded straw disk. On the bamboo stick, a Jantzen knitted suit and Olga Tritt's coral bracelet. Two-colour duck sandals. All; Best; Marshall Field





HORST

**BAIT FOR THE BEACH** 1. White cotton Matletex shoe—it pulls up over your ankle. Best. 2. Indian cotton jacket in green, yellow, and gold. Bonwit Teller. 3. White bead necklace to wear with a beach dress. Bergdorf Goodman. 4. Bag of fringy white clipped cotton; brown wood frame. Bonwit Teller. 5. Yellow pigskin shoe with a wedge sole. Saks-Fifth Avenue. 6. Beach shoe of red-and-white cotton. Bonwit Teller. 7. Yellow suède shoe with brown and yellow wedge sole. Saks-Fifth Avenue. 8. Indian cotton turban, to match the jacket. Bonwit Teller. 9. Gold metal Indian necklace; Bonwit Teller. 10. Sea-shell bracelet; Saks-Fifth Avenue





1. Sandal of brown leather, from India. Macy's. 2. White terry-cloth beach bag, made in sections like a parasol. Bergdorf Goodman. 3. Beach bag of blue-and-natural striped linen. Saks-Fifth Avenue, New York and Chicago. 4. A string of gold metal fish to hang around your sunburned neck. Hattie Carnegie; I. Magnin, California. 5. Rope cap with navy-blue spokes, from California. It sits on the back of your head. Bergdorf Goodman. 6. Rope bag to match it. 7. Wooden-soled sabots of brown leather, imported from France. Perfect for either beach or gardening. Best. 8. White cotton beach bag—it holds everything—striped at the base in blue and red. Bergdorf Goodman



TONI FRISSELL








**WAVES OF WHITE** Undampened by time or tide is the love for white. Above, on the girl learning the slippery art of fish-spearing, a white satin suit woven with "Lastex." Altman

Second: Another white suit, and see how nice white is with a café-au-lait sun-tan, the half-baked state liked now. It has over-all straps and an anchor design in the fabric. Saks-Fifth Avenue

Third: White and navy-blue, those inseparable sea-mates, in a one-piece suit. White sharkskin pants with a flattering flare; a blue-and-white dotted silk top. From Best; Marshall Field

Opposite: Ocean's eel-like white satin suit woven with "Lastex," and cap tied with silk kerchief. Second, a knitted suit with a pebbly effect. Saks-Fifth Avenue, New York, Chicago, California





WHITE ALPACA—on the girl at this end of the table. A cool and composed suit, checked in restful green, abetted by a green organza blouse. Wear with it a white hat, white shoes. Suit; Henri Bendel

WHITE ACETATE JERSEY—on the one whose hair is shielded from vagrant breezes by a wool snood. No need to tell you what a deadly enemy of wrinkles any dress of acetate jersey is. Henri Bendel

WHITE LINEN—on the one lighting a cigarette opposite. An utterly unpretentious, reverently tailored dress that is a fine background for coloured accessories. Saks-Fifth Avenue, New York, Chicago

WHITE SILK PIQUÉ—on the fourth woman, who sticks to unadulterated white—even her nail polish and jewellery are white. There's a satin stripe in the dress. Salon Moderne; Saks-Fifth Avenue





*White - all day long*



BILLOW OF WHITE—all-white dresses for dinner and dancing, for seaside or countryside. Filmy, drifting dresses, like this organdie spell-weaver, with loops in the skirt for fresh flowers; organdie gloves. Hat of white straw and satin. Hattie Carnegie; I. Magnin, California







TONI FRISSELLI

SEA-FOAM WHITE—two dresses that are perfect with top-knots of flowers. First: Embroidered Swiss organdie. Russeks; Marshall Field; Neiman-Marcus. Second: Embroidered organdie with bands of plain organdie ruffled into the skirt. Milgrim; Marshall Field; L. S. Ayres





## Foreign shores

Heim's tintype beach costume, like the one your uncle wore back in 1900—white linen with brown stripes, its sweater-top so long that it almost covers the straight pants beneath

Dots and stripes get double-billing—Heim makes slacks, pleated like a man's, of white surah with grey stripes, and adds a draped, feminine blouse of beige-dotted red tie-silk



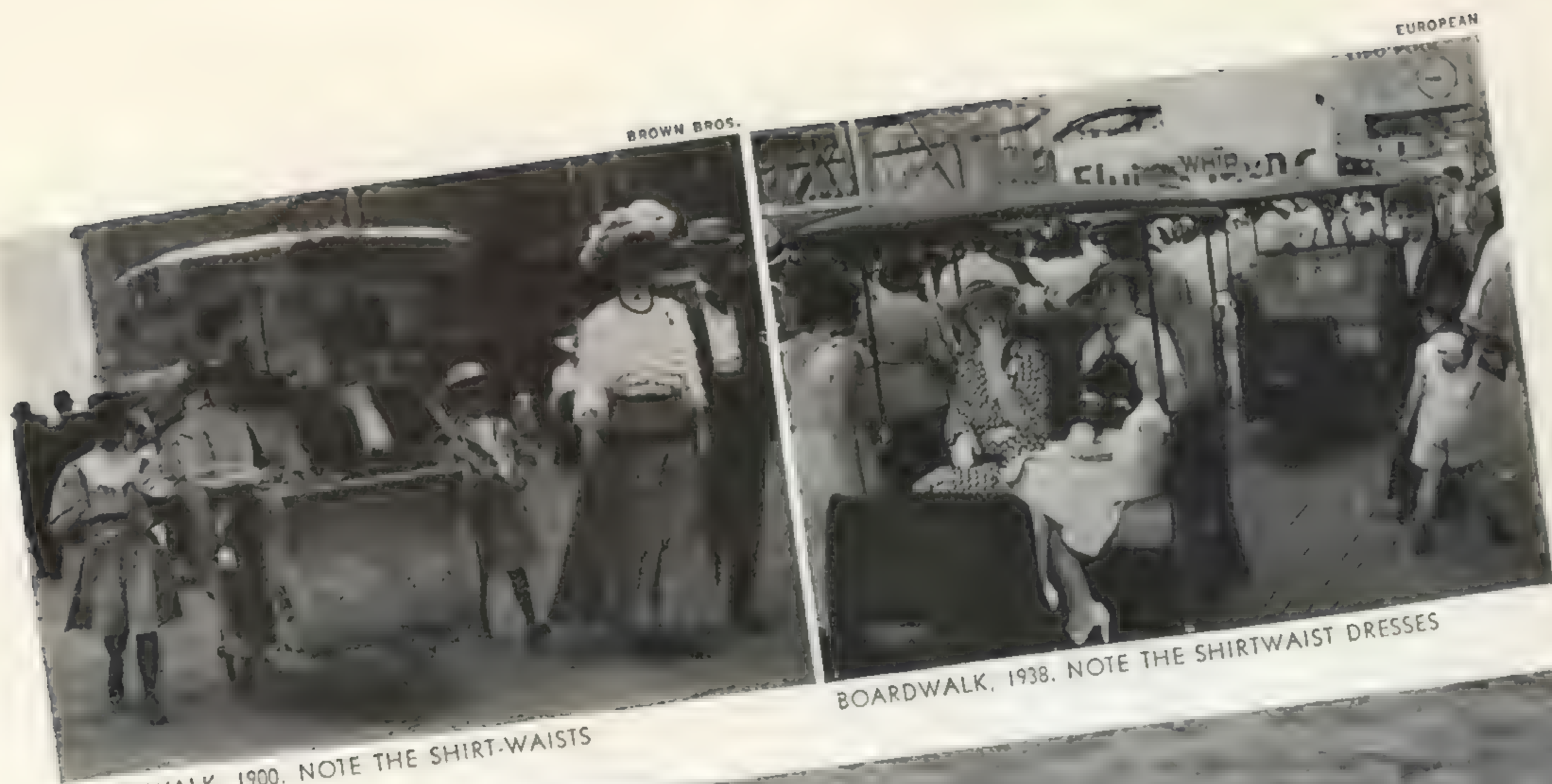


Molyneux makes a pair of overalls like a steel-worker's—blue linen, hand-stitched in white, with no shirt—only a proletarian red bandanna looped carelessly about the neck

A coolie suit for the beach—Molyneux got the idea from Chinese rickshaw boys' outfits—of blue linen, with long baggy shorts, unbelted blouse, and polka-dotted scarf of red silk

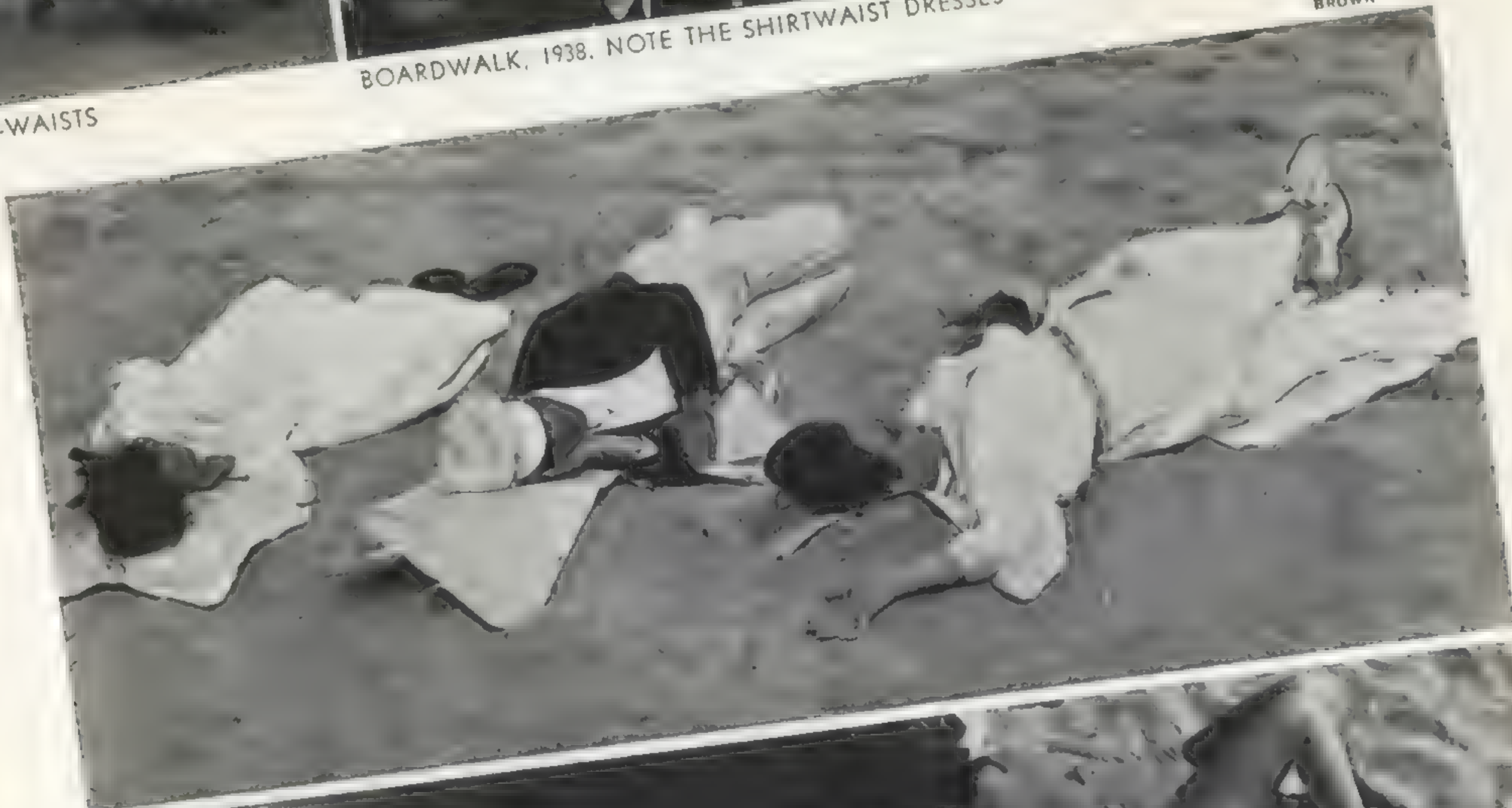
Printed coat, plain shorts for this Molyneux play-suit—the pleated coat, of tie-silk with a blue background, just misses the ankles. And the tie-silk shorts just miss the knees





BOARDWALK, 1900. NOTE THE SHIRT-WAISTS

BOARDWALK, 1938. NOTE THE SHIRTTWAIST DRESSES



A PARTY ON THE SANDS—THEN AND NOW



DOWN TO THE SEA IN LONG BLACK STOCKINGS



JUST DOWN TO THE SEA



THE YOUNG BLOODS USED TO FAVOUR STRIPES





CASUAL SEASIDE RESORT WEAR ALWAYS INCLUDED GLOVES

HANDS MAY NOW BE LEFT UNCOVERED



THE SUN WAS POWERLESS AGAINST COSTUMES LIKE THIS



NOWADAYS THE SUN HAS LITTLE OR NO OPPOSITION

## SANDS OF TIME



WHEREAS THEY NOW LIKE PRINTS

HOW melancholy, how heart-breaking, the inexorable passing of the sands of time. But how pleasant, after gazing at these pages, to realize that nothing can alter the pleasure of passing our time on the sands. For, no matter how the tide of life may rise, ebb, or flow, we still enjoy the same old pleasures on the beach. Forty years pass; conventions change; fashions alter; but the delights of the beach remain the same. It is true that the black stockings have gone and taken the black umbrellas, black gloves, and the all-enveloping black flannel suits along with them: but we still love to lie, like Gibson girls, "in shape," sunning on the sand, in suits that have now diminished almost to the point of vanishing. And what simple, childish delights: to lunch on the beach, to bury ourselves in the sand, ride in the rolling chair, and stroll the happy boardwalk.

For your bathing beach is the greatest of social levellers. It has a remorseless way of equalizing classes, fashions, tastes, and—unfortunately—ladies' figures. Bailey's Beach and Coney Island, whatever the era, feel the same stimuli of sun, sand, wave, and sky, and, miraculously, respond to them similarly. The "pleasers" here put before you—whether posed at Newport, Palm Beach, Southampton, Coney Island—have a good deal changed their costumes but not a whit their customs, on the happy, shining sands.





**REGATTA AT TWICKENHAM**—peak of the charming new play “*The Two Bouquets*,” a Victorian parody.





*An impression of the scene by Raoul Pène du Bois, who designed all the costumes with his tongue in his cheek*





Madame J. M. Sert on her Venetian boat, "Saint Alexis"

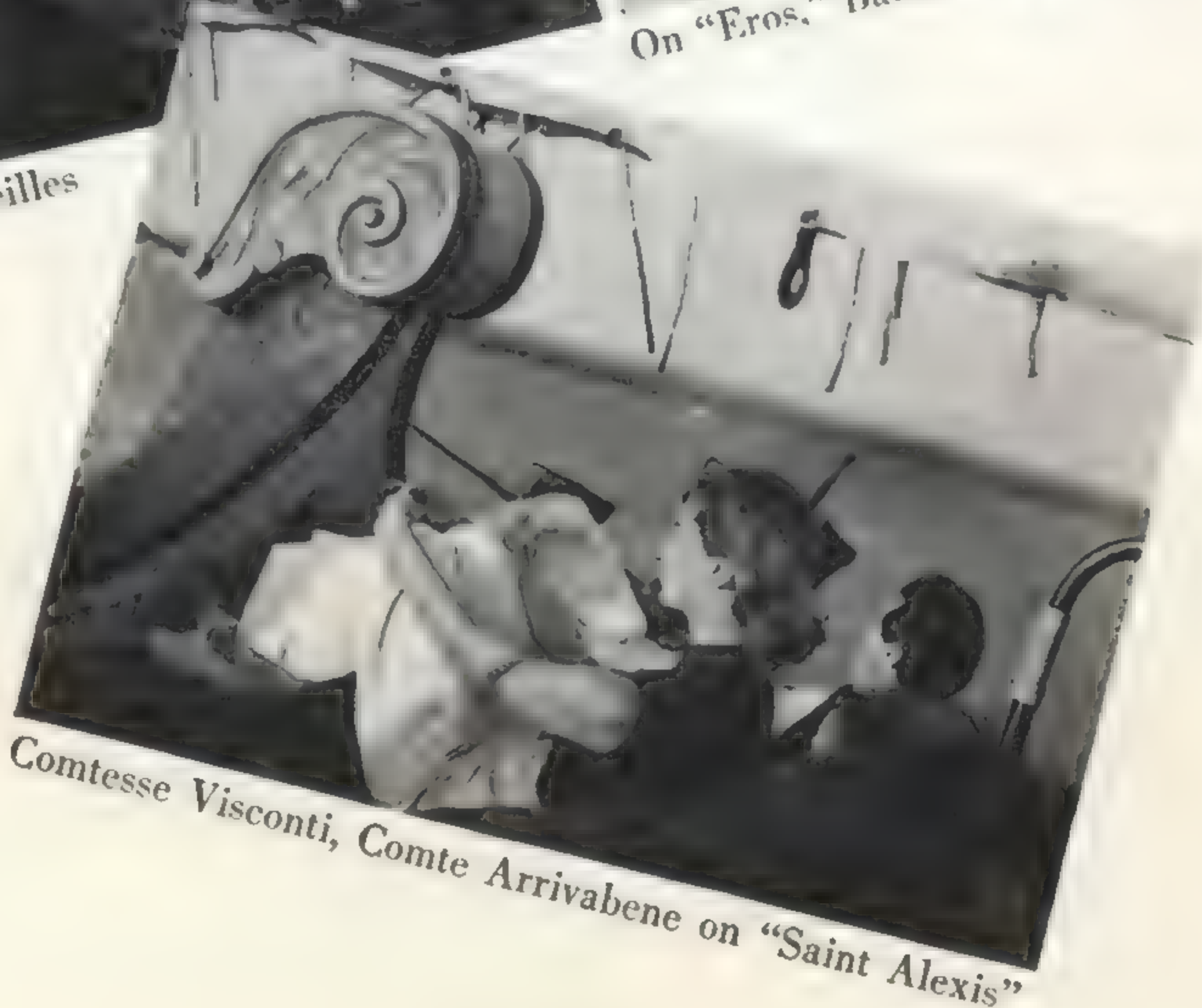
# *Sailing off the Riviera*



Sir Warden Chilcott's "Dolphin," at Marseilles



On "Eros," Baron and Baronne Philippe de Rothschild's yacht



Comtesse Visconti, Comte Arrivabene on "Saint Alexis"





Mr. W. O. Burton's schooner "Charmian" pulling out of Cannes

Comte Jean de Polignac at the tiller of his racing-boat, "Sylva"

**O**F all the yachts nosing into Mediterranean and Adriatic ports, certainly the most original and ornamental is Madame José Maria Sert's *Saint Alexis*. It is a snub-nosed, broad-beamed fishing-boat called a *trabaccolo*, such as Venetian fishermen have sailed ever since the Greeks came to colonize their shores. It is twenty-seven meters long; comfortable and seaworthy, provided with eyes to see, a nose to smell the wind, two big sails (and complementary Diesel engines) to speed it along.

Last summer, Madame Sert cruised as far as Constantinople on the *Saint Alexis*. Its home port is Venice, and its Italian crew are famed in Venice for their good looks—proof of which you can see in the picture opposite. On week-days, their rig is definitely pirate, but on Sundays they are turned out neatly and fashionably in white ducks and navy-blue jerseys. And Madame Sert dresses like them.

Madame Sert bought the boat a year ago from a fisherman, painted the hull black with a white line, completely tore out the interior, and built in incredibly comfortable, luxurious, and spacious cabins. The breadth of the boat made it possible to have a really big salon filled with comfortable lounges

covered in green billiard-cloth. Madame Sert's own cabin has walls and chairs upholstered in green, and the four guest cabins are done in various pale shades of green.

The luxury inside is in complete contrast to the almost pirate aspect of the deck—a mass of large coils of rope, big kegs of red wine and water, cushions and mattresses covered with black leather like those in gondolas. In the summer, there are always on the deck beautiful Italian Viscontis and Arrivabenes (the young Comtesse Nadina Visconti and Comte Toni Arrivabene are shown opposite), plus a sprinkling of French and American beauties such as the Comtesse de Castéja and Madame Gaston Bergery. Madame Sert adores her strange, decorative boat and plans to spend five months on it this year.

Another romantic craft in the Mediterranean is Sir Warden Chilcott's *Dolphin*, which once belonged to the Duke of Westminster. Lying at anchor in the port of Marseilles, it looks like a moving-picture set of a pirate ship, with its black-and-gold superstructure. It is actually a relic of Edwardian splendour, which has always been beautifully kept up and which is still in perfect sailing order. (Continued on page 112)





Mr. and Mrs. Horatio S. Shonnard, junior, and the Sikorsky S38 that is their chief means of transportation in Long Island and Florida

*Sea planes*





Seaplane of Mr. and Mrs. Wm. Huntington, Mr. and Mrs. Archibald Brown



Mr. and Mrs. W. Lloyd-Smith and children by their Grumman Amphibian



Mr. and Mrs. Grover Loening in their Loening Commuter





# my cook is a sailor

by Alice S. Howard

OUR cook was made, not born, and this is the way it happened.

Our small sailing yacht, *Alice*, my namesake, was being fitted out for a long and venturesome cruise to the West Indies; a volunteer crew had been chosen, with the exception of a cook and deck-hand, and preparations of all kinds were being made.

My husband wanted a man who could not only cook well in pleasant weather, but also when the ship might be tossing in a heavy sea. Furthermore, he wanted a cook who would not get drunk—a problem we had both faced squarely more than once.

Out of the blue one morning, to our Newport home, came Ramon, a young Spaniard, speaking a little self-taught English. (You can see a perfect likeness of Ramon standing behind the fisherman in the snap-shot.) His history in brief was that he had set out from Spain the year before, to seek his fortune in America. As the son of a carpenter, he could handle tools. He was neither a cook nor a sailor, but his beaming personality, alertness, and desire to learn caused my husband to engage him on trial.

The comfort and success of the cruise would, I knew, depend upon a well-fed captain and crew, so I adopted my husband's suggestion and took Ramon first into our house for a month to teach him cooking, and a more apt pupil it would be hard to find.

With two cook-books under his arm, and with some of the choicest family recipes in addition, he set out with us to join the *Alice* at Elizabeth City, North Carolina.

Obedience is an outstanding characteristic of our sailor cook. Afternoon tea is a daily ceremony on the *Alice*, and the tea-tray and brass tea-set, polished until they look like gold, are always kept in readiness in the main cabin. One afternoon, when we were hundreds of miles out from land, a heavy squall struck our ship. All hands, except Ramon, were on deck. Suddenly they were startled by hearing, above the roar of the wind, the sound of a bell. The Captain and crew listened in amazement, for, although it sounded like a bell buoy, they knew it could not be one so far from land. Then, one man had a bright thought. Looking down into the cabin, he saw that Ramon had afternoon tea ready and was announcing it by the usual bell. Squall or no squall, his instructions had been that afternoon tea was to be served with the same regularity as the other meals.

Being a sailor-cook calls for great versatility, and, when my husband, Ramon, and I are cruising alone, Ramon will prepare special luncheon dishes not requiring last-minute attention, such as a hot soup fol-

lowed by one of the greatest of all shell-fish delicacies—stone-crab salad. These things he will place on the table. Then he will run up on deck to take our place at the helm, so that my husband and I may be free to enjoy lunch together.

Ramon's sporting blood runs high when called to "take a trick" at the helm in a stiff breeze. He loves to handle the speeding ship under full sail and watch the spray flying from her bow. He forgets all else for the time being. His keen eye is on the compass, his feet braced against the opposite side of the cockpit as he clutches the tiller with both hands.

The courage of our sailor-cook was put to the greatest test one day when we were at anchor. The *Alice* was lying in a lonely place in the Florida Keys where the current was very swift. There were only four of us on board—my husband, one of my sons, myself, and Ramon. The latter was in the galley, cooking, and I in the cabin when I heard a shout from my husband, "Ramon, Ramon!" I dashed on deck to see my husband leaning over the side holding with difficulty to the mast of an overturned dinghy. Our son, who had capsized the boat when stepping into her, appeared to be drowning. He was being pulled down by his heavy boots in the swift current. I, too, shouted "Ramon" at the top of my voice, and at the same time I threw the boy a life-preserver which, fortunately, had a short line attached to it. The sound of my cry to Ramon and also to my boy seemed to be still reverberating when from the galley shot Ramon, bounding from the deck over my head into the water. Not only was he fully dressed, but he had on his cook's apron. The act was as brave as it was unwise, under the peculiar circumstances, for we then had two men to rescue instead of one. Both caught the life-preserver, and we managed to pull them in.

The *Alice* usually sojourns in the South the year round, going into a great steel storage shed in the Miami River for the summer. Changes are pleasant to our sailor-cook, and, when everything on board is safely stowed away with a care which could hardly be equalled by the best housekeeper, he "buses" it for eighteen hundred miles north to our country home. Arriving home, he finds a variety of occupations from unpacking trunks and hanging curtains, to painting and gardening. One day, when he had worked all day cutting a large lawn, I was surprised to see him speeding along the country roadside on a bicycle. He said he was just getting a little exercise.

These are the recipes for some of the most successful dishes that Ramon serves us, while we are cruising in the *Alice*. (Continued on page 105)





Bound for the sea — these sail-white, high-waisted slacks with their smitches of jackets. First, white (or navy-blue) alpaca slacks with a cotton sweater. Second, white sharkskin slacks and bolero, reefed in with a foulard halter. Bergdorf Goodman





CIRCUS TENT

**CIRCUS TENT.** Let your beach cabaña be, as Bérard suggests, a rollicking circus tent of canvas under a wood top



ROCOCO

**ROCOCO.** Set up a carnival marquee of striped canvas, top it with a frivolous bow-knot of plastic material, add a rococo table and chaise longue

**SAILOR.** Have a shipshape wood cabin, port-hole windows, rope decorations, a façade hoisted up with masts, mattresses like huge sailor collars

**SCRAP-BOOK.** Ask friends to autograph their names on the painted wood walls, set a smiling sun of carved wood on the gable, lower a red curtain for a door, paint the interior green



SAILOR

**ACCORDION.** Slide across the front of a cabaña tricoloured screen panels that collapse like an accordion; grow rubber plants on the roof

**CARAVAN.** Put a nomadic cabaña on wheels, paint it gaily, let down one side so you can lie on it, build cupboards in the walls, cover the floor with a red mattress

**VILLA D'ESTE.** Mimic a formal Italian pavilion, top white wood columns with plaster busts, edge the draped red linen curtain with white fringe, paint the interior grey

**MOROCCO.** Hang around four sides of a tree-trunk cabaña those strings of beads or acorns that Moroccans and Victorians had a weakness for

**TRIANON.** Twine growing vines through white lattice walls, grow rubber plants on top of the two front columns, close the front with a brilliantly striped linen curtain

**LUMBERJACK.** Build a cabin of logs, add log furniture, put blue cushions in hollowed-out logs for sun-basking

**BÉRARD DESIGNS**





ACCORDION



VILLA D'ESTE



SCRAP-BOOK



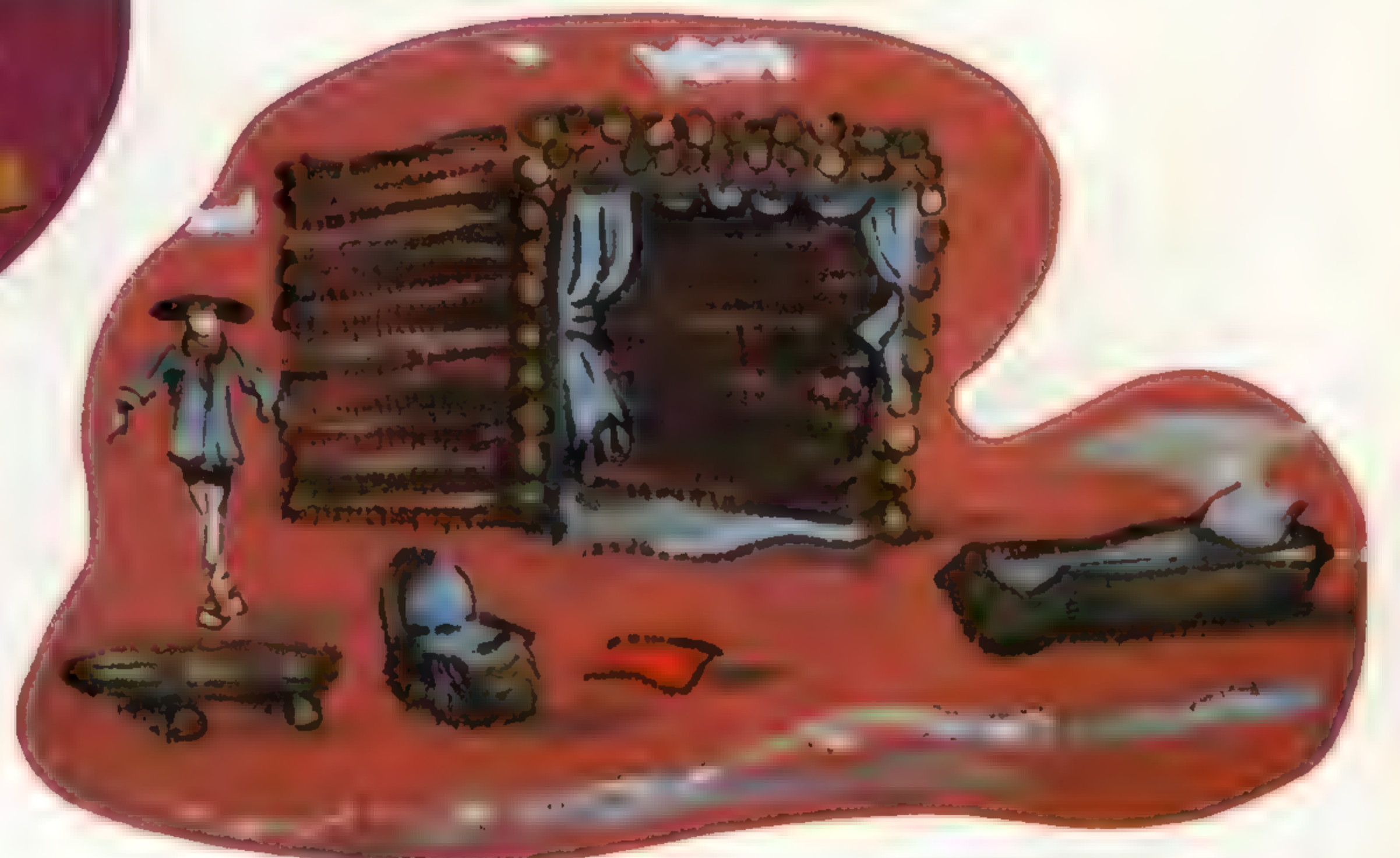
CARAVAN



MOROCCO



TRIANON



LUMBERJACK

# TEN CABAÑAS FOR VOGUE





*Terrace Club at*





THE New York World's Fair—as all the world knows—opens in 1939. But the Terrace Club, which is to the World's Fair what the Royal Enclosure is to Ascot, is having its official opening this month. And, long before 1939, it ought to be firmly established as one of the smartest clubs inside or outside the city limits.

The Terrace Club evolved from the idea, held by a group of New Yorkers, that a club within the World's Fair grounds—where members could lunch, dine, dance, and entertain out-of-town friends—would fill a definite need. (After all, you can't entertain graciously on a roller-coaster, or even in a Hall of Miracles.) Chicago, faced with this problem at the time of its Century of Progress Exposition in 1933, met it with the Century Club; New York, for its big show in 1939, has produced the Terrace Club.

First of the Fair buildings to be completed, the Terrace Club is also one of the smallest—and one of the most effective. It stands beside a lake, in the meadows upon which "The World of To-Morrow" is gradually arising. The front of the club-house, which was designed by Thomas Harlan Ellett, is white, simple, severely modern; the back is a series of terraces, some open, some glass-enclosed, curving down to the water. A final, round terrace, for dancing, juts out into the lagoon. (There's a boat-landing, too.)

The interior of the club-house is as modern as the exterior. In producing their effects, the decorators—Miriam Miner Wolff, Margaret McElroy, and James Amster—avoided extremes of both the functional and the fantastic, putting the emphasis on simple proportions, curving lines, and unusual combinations of cool, subdued colours. Only the circular, glass-walled bar, sketched on the opposite page, has a brilliant colour scheme. The focal point of the bar, a dramatic white plaster tree with huge chromium leaves, was designed to conceal a column in the exact centre of the room, and to camouflage the air-conditioning vents in the ceiling. (Continued on page 100)

*the World's Fair*





The background of Alexander Brook's charming drawing approximates the gentle colour that you should tan this summer



# Limit your tan

**Tan temperately.** Don't toast yourself any darker than a mild café-au-lait. Ignore this plea for moderation (we're always making it), and you'll be apt to rue it. You'll hate the look of a hard, burned brown, and you'll surely wreck your skin.

**Take it gradually.** Always take your initial dose of sun while you are moving about. Limit toasting to two five-minute intervals daily when you begin. Never lie in the sun more than an hour, no matter how well you are protected.

**Protect yourself.** Shield your skin—your hands, too!—with something protective. Let it be an oil, cream, lotion, or a clear liquid that is invisible on the skin. Buy a good variety, use it lavishly, and reapply it frequently.

**Stay a pale beauty.** If you are naturally fair, be thorough about keeping so. Use special creams that are meant to resist the sun completely, and do follow directions.

**Make-up to sunburn.** On the beach, look fairly natural—without too much artifice. Limit make-up to a minimum: protective cream or liquid; lipstick; shiny stuff around eyes. At night, experiment with the effective combination of a liquid powder base; the lightest touch of dry rouge; bright, clear red lipstick; and bronze eye shadow.

**Water-proof your hair.** Spray a film of light lotion over your hair when you go on the beach. This helps to keep it dry under caps and prevents streaking and bleaching. Get salt water out of your hair with a cleansing tonic between shampoos. Wash your own hair occasionally and use the sun as a dryer. Use a special cream or brilliantine on dry ends. Brush like mad all summer.

**Consider your eyes.** Always wear glasses when you're in the sun (see page 98). Under dark lenses, use anti-wrinkle cream around your eyes and eyelash grower on your lashes. Bathe your eyes with a lotion that really soothes, when you have been in wind or sun.

**Groom your nails.** Use cuticle oil or salve generously before you go in the sun. Try waxy-white nail polish in contrast to your tan, or colourless varnish with a narrow line of scarlet or one of the rose tones at the tips.

**Dig with your toes.** Walk in the sand and dig with your toes to exercise your feet. The sand acts like an emery in keeping feet and heels smooth. Repair every chip in toe-nail polish and make pedicure appointments as regularly as manicure.

**Avoid "garden hands."** Dig your nails into soap before you dig gloveless in your garden. After any bout in the garden, give yourself a hand treatment. Clean your hands with a pore cleanser.

**Prevent dryness.** Counteract those infernal drying agents, wind and sun, every moment. Sprinkle oils in your bath water; spread an absorbent cream on your face; rub softening lotion over every inch of you at night; use a special tonic for dry scalp and hair.

*six pages of summer beauty*





Essence of summer; a spray of scent; a young, white marquise dress (Russeks); a flower-sprinkled tulle head-dress (Lilly Daché)



# Lighten your perfume

**Choose light perfumes.** Let your summer perfume be as light and fresh as a garden after rain. Spray it directly on your skin first; then mist it around your head and shoulders.

**Consider the flowers.** Look around, in this year of flowers, for flower scents. Choose single-flower perfumes, perfect duplicates of the original flower fragrances. Or ask for a flower bouquet, several flower scents mixed together. Or try a perfume with floral overtones, and subtle undercurrents of spice.

**Try new forms of fragrance.** Investigate the eaux de Cologne and the toilet-waters. Discover for yourself what a light, enduring fragrance they impart to you. Experiment with one of the lighter forms of your favourite heavy perfumes.

**Be consistent.** Have one fragrance—no more—running through all your summer scents. Let your perfume, toilet-water, bath things, sachets, all have the same perfume.

**Follow your bath with perfume.** Cache an atomizer of perfume in your bathroom. Spray yourself lazily, sybaritically, after you take your lukewarm tub, and see what a lovely aura of perfume is diffused around you, as your skin grows warm.

**Scent your hair.** Keep an invisible halo of fragrance around your head. Sprinkle on one of the new coiffure scents, with just a touch of oil in it. Pour on scented friction after your shampoo, and make your dancing partners sniff appreciatively.

**Do something different with sachet.** Don't just let it languish in your lingerie. Set big sachet pads in your hat-boxes, to freshen up your pill-boxes and sailors. Slide some into the sleeves of your dresses, as they hang in your closet. And lose your heart to one of the new icy-blue or pink gabardine cases for week-ends, the interiors impregnated with sachet.

**Trail clouds of fragrance.** Equip yourself with huge squares of chiffon to go with evening dresses. Spray them with perfume half an hour before you are ready to go out. And as you move about, leave a delicate, trailing wake of fragrance.

**Scent your shower.** Don't deny yourself a perfumed bath, though you haven't time for a tub. Rub yourself all over with a fragrant shower oil before you get under the spray. And feel, when you emerge, luxurious as a sybarite, your skin softened as well as perfumed.

**Bathe with eau de Cologne.** Take along a bottle of unscented eau de Cologne when you travel. Include a sponge in a neat little sponge bag, and freshen up before you reach your destination—a sponge bath can be managed on any form of transportation.

**Remember that perfume changes.** Keep an eye out for its variations in hot weather. Check up on it when you're at the shore or in the mountains, to make sure it hasn't changed. Put an old favourite, which has varied unpredictably, out of sight and out of mind till cool weather. And substitute one of those lighter blends, less subject to climatic changes because it contains less fixative. Finally, look on page 107 for specific clues to summer scents.





As cool as moonlight on the sea—this floating white chiffon dress with a cascade of rhumba ruffles. (Bergdorf Goodman)



# Lower your temperature

**Keep cool.** Keep your mind off the heat—and other dire problems. Swear off fussing and fuming. Stop eying the thermometer. Forget the word “pew.”

**Consider your calories.** Keep an eye on caloric values when you plan meals. Don't think the scientists are fooling when they say calories are *heat* units. Eat all the fruit and drink all the fruit-juice you can, for citrous fruits alkalize, and an alkalized body is invariably a cool body.

**Drink with discretion.** Drink all the water you like, but be sparing with alcohol, for alcohol begins to generate heat almost the instant that you consume it. Choose cool drinks instead of over-iced ones—your system has to work overtime to heat ice-water.

**Encourage evaporation.** Be relieved to know that beads of perspiration really cool you off. Induce perspiring by drinking all of three quarts of water early in the morning. Then, take some exercise—play tennis or golf, or do some callisthenics. You perspire freely at the time, but less later—making you feel cooler in general.

**Lighten your beauty preparations.** Choose lighter creams for cleansing and softening. Try one of the liquid foundations, or dilute the one you use with a skin tonic. Spread your night cream on your face while you're in the tub, instead of going sticky to bed. Use special lotions for quick cleanings, or after cleansing, that grow cooler on your face. Clean your face more frequently in summer. Heat tends to open the pores.

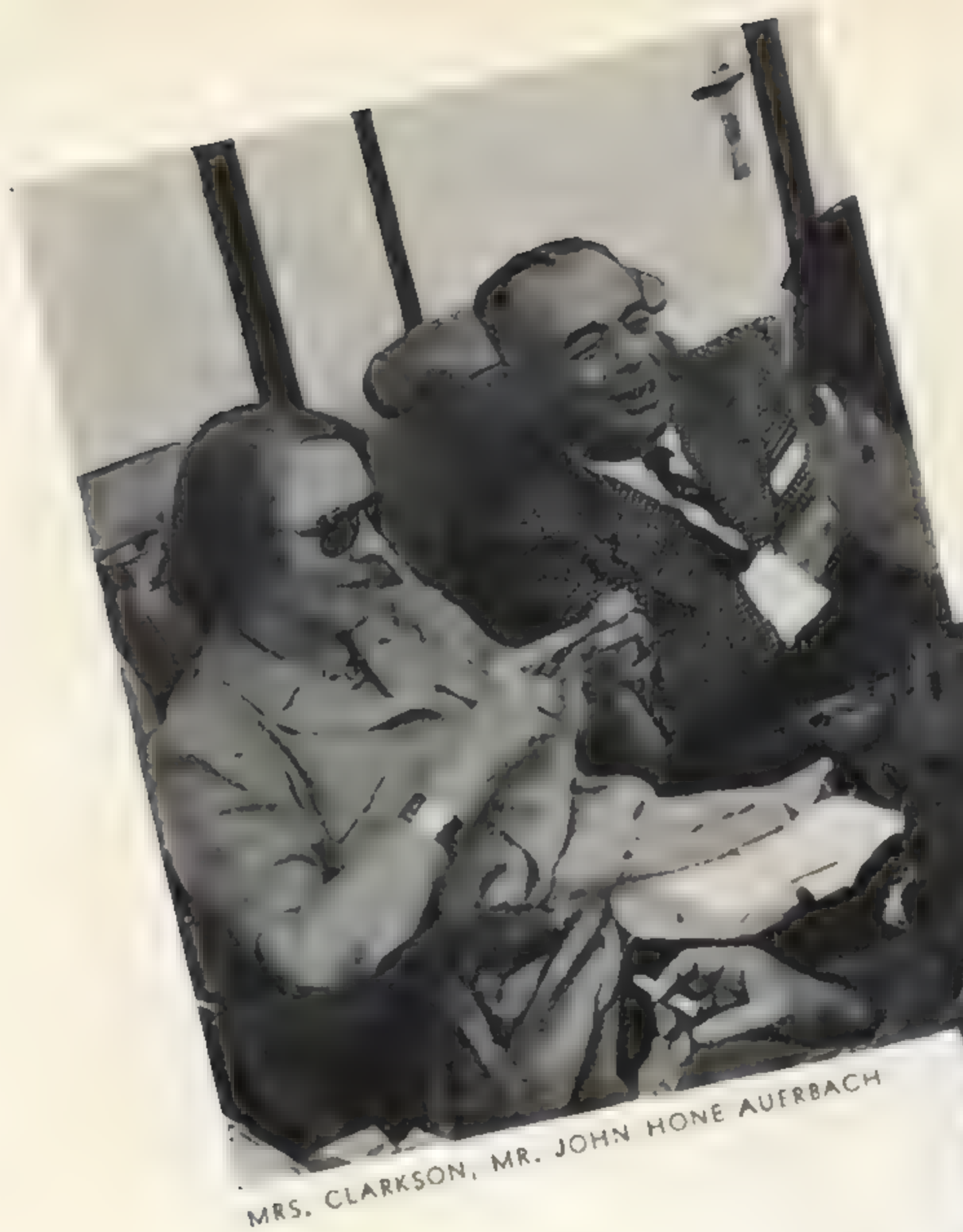
**Cool off your make-up.** Switch to lighter shades in all your cosmetics. Choose a fair shade of powder in town and for evening—you'll look cooler at least. Avoid heavy lipstick and use rouge so lightly that it looks like your own colour. Or omit it. Try liquid mascara and experiment with the effect of colourless eye shadow in the daytime.

**Make your tub a cool refuge.** Don't delude yourself into thinking icy baths cool you. Always bathe in lukewarm water, and choose cool, clean-smelling bath essences or salts. Plunge into a foamy bubble bath, you'll feel as refreshed as if you dived into sea-spray. Pat over every square inch of you one of the sachet eaux de Cologne.

**Keep cool while you sleep.** Be a Spartan and sleep without a pillow. Have a bottle of eau de Cologne on the bedside to use when you waken in the hot night. Dab it on your wrists, the back of your neck, on your temples. Apply a film of cream masque to your face that will keep it miraculously cool all night. Take a bath in water at body temperature just before you go to bed—no matter how late.

**Cool your heels.** Put your feet under alternate hot and cold water in the tub. Sit with your feet elevated whenever you can, so that the blood courses upward. Give yourself a simple foot treatment by putting two lumps of ice in alcohol or astringent. Then, massage your toes, arches, and ankles with fingers dipped in a little cream. Go to a salon and have (while your face is being done) a soothing, cooling treatment for your feet.





MRS. CLARKSON, MR. JOHN HONE AUERBACH

MISS BARBARA PROCTOR, MR. HARRY DARLINGTON, III.



MRS. ROBERT L. CLARKSON DEBARKS TO GO SIGHTSEEING



MRS. HARRY PAYNE WHITNEY DINES ON DECK

## GOOD SAILORS

ANY pretext will do. Any excuse is enough to cut adrift and go on a cruise, to shake the dust off your outlook as well as your feet, to live in another world. A world where you can be your own captain, follow your own bent. If you swim like a tarpon, you spend your time flashing across the pool. If you're a loafer, you knit two, purl two, or doze, or catch up on your reading. If you're a bundle of energy, you sightsee everywhere and dance till the band folds up. If you're a demon with the camera, you snap anchors dropping, gold braid, back views of all the passengers.

Like every other world, it changes constantly; the customs, even the climate, vary from port to port. You've got to be prepared—and so have your clothes. To help you out, we tell you what clothes were (and were not) found seaworthy by three people who went on the *Rex* cruise to Rio—the American Express Company's cruise, slices of which are photographed here. Our tips—on whether or not to take umbrellas, iodine, fur coats, hot water-bottles, shoes a size larger—are on page 108. Read it before you take the plunge.



MISS PROCTOR AND MISS BALDWIN, BASKING



MISS HOPE BALDWIN IN THE POOL



MR. AND MRS. G. MACCULLOCH MILLER



MRS. AUERBACH, MR. CLARKSON, IN FANCY DRESS



KARGER—PIX



MISS BARBARA PROCTOR



# Shells and



White clam shells (one held by a blackamoor) packed with violets;  
James Amster. Mantelpiece; William Jackson



Pearl nautilus filled with sprays of  
lilies-of-the-valley (one of a pair) James Amster



Huge tridacna, perfect for the corner of a terrace,  
filled with garden flowers. Jones and Erwin

THE fun of collecting sea-shells is a childhood pleasure rarely outgrown. Even serious-minded people accumulate large collections of seashore trophies during the summer holidays—though lack of luggage space may force them to discard the haul on the eve of departure.

When I was young, our gleanings were poured into the lap of our nurse, who sat comfortably against a sand heap and encouraged our shell-hunting. She told us that, when we got home, we could make encrusted boxes like those sold on the pier, photograph frames, and, if we were industrious enough and space and parents permitted, a shell grotto. All that ever came of these bright visions was a mess of glue and shells on the nursery table.

To this day I can not resist collecting shells, but the uses to which I put them are far remote from those of childhood.

The first time that I remember using shells with a lavish gesture was for a dinner-party in London. We set flocks of shells—in irregular groups—down a long polished table and filled them with white Roman hyacinths. Because of the shape of the shells, the flowers sprayed out fanwise on the table, an effect that was delicate and lovely. I often make similar, though smaller arrangements for luncheon tables.

For a summer luncheon, I once chose nasturtiums from the garden, in the very palest yellows and dark mahogany-browns, and placed them in shells. The effect on the pale green organdie cloth was gay and arresting, and the cost negligible.

On another occasion, I used a cloth of flowered organdie, and filled the shells with ears of ripe wheat and Shirley poppies that had just opened their crumpled silken petals. To have these poppies at perfection, pick them overnight just as the green calyxes have split or are about to split; remove any basal leaves; dip the tips of the stems into boiling water for a few seconds, and then plunge them into deep cold water and leave them in a cool place all night.

For a hot summer's day, I have used a cloth of "cut" or embroidered organdie and filled the shells with fronds of various ferns and cool green and grey leaves. These leaf arrangements are really lovely, and the more variety of fern and leaf, within reason, the better the result. Sometimes I introduce a white or greenish-white flower, a spray of *Solanum Jasminoides*, a bell of *Cobea Scandens*, or a shapely white cyclamen.

The large horizontal shells lined with pale pink make good containers for tulips. When tulips were first discovered, they acquired incredible values, and special vases were made in which each individual flower stood apart so that its beauty might be seen. Some of us still find and use these old vases, which are often lovely, but they are not generally suitable for table use.



# Flowers

by  
Constance Spry

Once, for a dinner-party, I massed pale pink peonies in large, wide shells. The cloth was of "flush" pink satin. The peonies, tucked closely into the shell, followed the line of the opening, and then spread out at either end to lie out on the cloth. I have used full-blown double tulips in the same way.

At this stage, I feel that I ought to explain that in order to fix the flowers in position and keep them there, it is a great help to wedge a small piece of chicken wire inside the shell. This is usually hidden by the flowers, but, if not, a fragment of green moss may be used to conceal it.

Some shells stand easily in position and hold water and flowers without any trouble. Others need a little help, and I have used wedges of plasticine coloured to match the shell, or bits of that material that is sometimes sold with candles to help fit them in place. Generally, only a tiny wedge is needed to keep the shells in position.

In the case of the lovely nautilus shell, this is not so. It has to be fixed in a more permanent way. In New York, I have seen this done with a wire frame (as in the photograph at the left, centre), and, in London, I have mounted them on a base of other shells—but they are as fragile as they are lovely and need care.

Coral is another fascinating sea treasure that is irresistible. One used to see snowy "trees" of it under glass cases, and sometimes people bring home collections of coloured specimens, stained to bright colours by the native fishermen. I once used it in conjunction with flowers for the opening of the San Marco restaurant in London, when each table was decorated with a pearl shell holding an exotic pink lily and a spray of deep red coral.

Harking back again to childhood days and those seaside holidays—I can still see the delicate sprays of pink and green fern-like seaweed left flat on the sand—crystallized with the drying salt—still feel the thrill of admiration and then the disappointment when we carried them home, to find all their delicate grace gone. Perhaps if we'd tried them under water, as I see flowers tried nowadays, we might have been more successful in keeping them. I do sometimes use maidenhair fern in an underwater arrangement. I feel this is a pardonable trick, because this fern, usually so difficult to keep, will last for a long time submerged. To keep the fern down, I use a fine wire attached to small lumps of rough crystal at the bottom of a glass tank. Children love this arrangement, and, as it will last for as much as two weeks, it is an economical plan for a hot room.

But really, of all the sea's treasures, I come back to the shells. There are endless lovely ways of using them to hold flowers, six of which are shown in the photographs here.



Pointed shells holding flowers or cigarettes.  
James Amster. Table, Rena Rosenthal



Finger conch set on a dolphin bracket,  
with lilies and coral. James Amster



Conch shell on a marble base; peonies  
aligned in it. Décor





Shops in other cities have the models on these pages

Accompaniment for dance music, anywhere near the sea—unwiling clothes: First: Waltz in a dirndl of blue-and-white Ameritex, bound with red velvet. Out-of-doors, knot on the peasant kerchief. About \$18; Best

Second: Sit out, on yacht-club terrace or steamer-deck, in an enveloping coat of waffle piqué, white as a mains'l. In front, it buttons to the waist; in back, a suspicion of a peplum juts out. About \$17; Jane Engel

Third: Dinner-dance in a pale blue rayon jersey dress striped in navy-blue; Talon-fastened, with an ingenuous neck-line. (It's as packable as stockings, in case you're contemplating a cruise.) About \$25; Macy's





## *Dancing by the sea*

*Vogue's Finds  
of the Fortnight*

First: Listen to music across water in this blue-and-white printed dress of spun rayon—salt air hasn't the slightest effect on its freshness—with a covey of blue grosgrain bows. About \$15; Lord and Taylor

Second: Swing, with all the variations, in this perfectly contemporary dance dress of blue-and-red plaid piqué, with its own little bolero. About \$17; The Cotton Shop. (Other Finds of the Fortnight on page 99)



Black sharkskin bathing-suit,  
pleated skirt, brief bolero. About \$14.  
Awning hat of grosgrain. Best



Black shirt-waist beach dress  
of Sanforized linen. About \$23.  
White straw hat.  
Abercrombie and Fitch

# Vogue's Finds in black



Black slacks and shirt of  
Sanforized linen. Around \$23.  
Dotted Echo scarf.  
Abercrombie and Fitch



Black pleated shorts and bandeau  
of Celanese slipper satin. About \$13.  
White hat. Black blinkers. Bonwit Teller

Black Celanese satin beach coat,  
less than \$17. Black coolie hat.  
Dotted scarf. Bonwit Teller



White slacks and shirt of Celanese  
sharkskin - unusually well tailored  
for under \$10. Franklin Simon



White sharkskin bathing-suit,  
flattering princess lines. About \$7.  
Black cellulose sunshade. Cotton Shop

White terry "night-shirt,"  
under \$7. White straw sombrero.  
Black straw bag. Lord and Taylor

White terry overshirt  
and wrap-around skirt -  
cork-buttoned.  
All for less than \$8.  
John Wanamaker

# and white

Great white way in beach coats.  
a long piqué one, about \$8. Franklin Simon.  
Gantner and Mattern black wool  
maillot. About \$7. Altman



Shops in other cities  
have these Finds of the Fortnight



Black Talon fastener streaking  
down a white sharkskin dress. About \$16.  
Black straw hat. Lord and Taylor





## SHIP-SHAPE

TONI FRISSELL





White follows the sea, this summer. The lady on the boat above, hailing the shore-party, wears Molyneux's beautiful pleated white crêpe dress, with (over her arm) a little blue-and-white tie-silk jacket that you can add for lunch or cocktails ashore. Henri Bendel

Opposite. Sighted off the port bow—a pea-jacket and slacks of heavy white cotton, white as that cruiser's hull. The neat jacket has four huge dark blue buttons the size of poker-chips; fine to slip on over a halter top, or, for that matter, over a bathing-suit. Jay-Thorpe has it

Below: A seagoing trench-coat of white cotton sponge cloth, silver-buttoned, adept at the transition from ship to shore. It's shown over slacks, but it would look equally well over a white dress, or almost anything else you own. Find it at Town and Travel Wear, Ltd.





Destination—the beach. Any beach—seaside or lake shore. Perhaps you're departing for the summer. Perhaps you're getting away from it all for a two-weeks' vacation. Maybe you're just snatching a week-end. And you want—as what escapist doesn't—clothes.

Equipment—

Costumes for whatever arises—costumes that won't wreck your credit and evaporate your bank-account. Something to put on for swimming, something for tennis. Something for dancing. And a few fillers-in for fishing, movies, loafing—all accounted for here.



Chauffeur—off to town in the station-wagon, wearing Dress No. 8070, a classic. Designed for sizes 12 to 20; 30 to 42

8070

Swimmer—about to try the surf in "Easy-to-make" Bathing-suit No. 8031. Designed for sizes 12 to 20; 30 to 40

8031

Deck-hand—waiting for a sailboat in Slacks and Shirt No. 8062. Designed for sizes 12 to 20; 30 to 42

8062

Fisherwoman—in Beach Coat and Sunbonnet No. 8000, "Easy-to-make." Designed for sizes 6 to 20; 30 to 38

8000

Back Views on Page 100





7622



8072



8065

*Ace - wearing Junior Miss Shorts and Shirt No. 8065, of white piqué. Designed for sizes 11 to 17*



8061

*Ambler - surveying the seascape in "Easy-to-Make" Dress and Bolero No. 8061, the dress wide-skirted, the jacket infinitesimal. Designed for sizes 12 to 20; 30 to 38*

*Beach-comber - strolling on the sand in a bright cotton coat, No. 7622 and "Easy-to-Make." Designed for sizes 12 to 20, 30 to 42*

*Night-moth - via speedboat to a dance, in "Easy-to-Make" Dress No. 8072. A brief bolero goes with it. Designed for sizes 12 to 20; 30 to 38*

• Designs for dressmaking

# Make for the shore



Shop-hound  
makes  
a  
splash



STEP up your white slacks with Peck and Peck's beach suspenders, bright strips of coloured grosgrain over a narrow frame of white felt. They snap onto the slacks and form an H-shaped pattern up your front; about \$2....And step out in A. G. Spalding's cloud-weight beach clogs. You think it's air you're walking on, but it turns out to be balsa-wood, with cotton ties; about \$2 at 518 Fifth Avenue. Which reminds us of the old Negress who pranced up and down the aisle on her first train ride, shouting, "Walkin' and ridin'. I'm walkin' and ridin'." Same sensation.

Something for the head, Madame, is Elizabeth Shoen's line. She has a canny way of carrying out your crazy ideas into something tangible and charming. And she'll go you one better with such seaside notions as rough straw mats anchored with cotton kerchiefs, Madagascan plaid straw sunbonnets, and straw-and-flower bits to wear on the beach with tailored slacks, Riviera fashion. Prices for many of these little straw hats hover around \$6. Her regular more "hatty" hats cost from about \$15, at 58 East Fifty-Third Street.

Every once in a while the lure of the Orient calls us plaintively, and we know we must go down to Gunn and Latchford to explore. This trip, with beaches on our brain, we made for the Javanese cotton sarongs, lying serene and beautiful among the fine hand-blocked fabrics that this shop treasures. Modern ones cost about \$4.50; more for the old ones, soft as silk, in cool blues and stone colour. And the knee-length black cotton Happi coats might please you; for about \$3.50. There are flat lengths of straw over woven rope soles, held to your feet with narrow coloured fabric bands. The price of these is as lotus blossoms to our budget; about 75 cents the pair, at 323 Fifth Avenue.

The multi-piece affair at the left is called the "Week-ender," but it takes care of all sorts of summer situations all through the week. Switch around to your heart's and eye's content the jacket, skirt, and top of tan pigskin crêpe, and the shirt and shorts of brown-striped silk. You'll find yourself wearing some part or parts of it practically every day. About \$50, at The Bermuda Shop, 554 Madison Avenue.

Seagoing lubbers will sail away loving you if you send them off with any one of these....Everything from a tall white can of talcum to a soap kit; boxed in Cellophane, crowned with a gardenia, and priced at about \$6 at Qui Sait, 572 Madison Avenue....Volupté's flat pigskin or English morocco cigarette-case. Connive to get the signature of your friend (or a reasonably accurate facsimile) and have it written in gold metal in her (his) own dashing hand; about \$12.50 in pigskin, less in the morocco, at Bonwit Teller....A staunch baby hot-water bottle, to play The Great Comforter on windy nights, and its own small and impressive quilted taffeta case lined with satin. This is Victoria Vab's baby, and you can get different sizes of lingerie-cases to go with it. About \$2.25 for bottle and case at Emma Maloof's lingerie shop, 444 Madison Avenue....Ovington's brown cowhide and Cellophane map-holder, for keen people who like to know where they're going on trips ashore; about \$2.50.

The "siesta chair" at the left looks soothing and lazy enough, but it whips itself around into different shapes at the drop of a strap. By adjusting the straps at the sides, you can vary your position from sitting to lying, or to various stages between. Undo the straps and fall prone on its full-length expanse while sunning your back. Rouse yourself enough to shove it into the water and drift and dream on it. At Abercrombie and Fitch in plain-coloured water-proof canvas over inflated rubber tubes; about \$7.50 and \$10. (Continued on page 102)







TONI FRISSELL

FOR A BEAUTIFUL

*Bisque-Tan*

## use Helena Rubinstein's new Sunproof Cream

It is as smooth and cool as a calla lily dipped in dew. Unrivalled as a sun-screen that shuts out the harmful, burning actinic rays. *And* it leaves your skin a lovely milk-and-honey shade . . . the flattering new "bisque-tan," to be exact.

Practical Notes: use Sunproof Cream without a qualm as to its being greasy or sticky. It goes on like a silken-smooth film of loveliness that is a beautiful protective foundation for your make-up. Mosquitoes and annoying beach flies hurry in the other direction when they encounter Sunproof Cream, thanks to a special ingredient Helena Rubinstein uses in it. The price of Sunproof Cream is mere "pin money" . . . 1.00 for a generous jar.

If you want a "bisque-tan" without exposing yourself to the sun, smooth on Helena Rubinstein's Riviera Tan Make-Up, the cooling, soothing foundation, 2.00. Add that final touch of milk-and-honey golden glory, Riviera Tan Powder, 1.00 to 5.50. Touch it off with luscious Red Strawberry Lipstick, 1.00 to 2.00; enchanting Peach-bloom Rouge, 1.00, 2.00; bewitching Emerald Eye Shadow and Blue-Green Persian Mascara, each 1.00.

### BEAUTY SPOTLIGHT

If you are among those who like to enjoy the sun, yet stay fair, use Helena Rubinstein's Anti-Sunburn Cream—and laugh in the sun's face. 1.00.

Keep your skin unlined and lovely all summer with this daily beauty treatment: Pasteurized Bleaching Cream, 1.00; Skin Clearing Cream, 1.00, 2.50; Skin Toning

Lotion (or for dry, sensitive skin, Skin Toning Lotion Special). Each, 1.25.

Cool delight for the bath: Pasteurized Milk Bath, foamy, exhilarating oxygen bubbles that make you feel cool and energetic, despite the thermometer. 1.50 to 15.00.

After-bath refreshment: Helena Rubinstein's new beauty thrill, Sachet-Cologne. A wonderful body rub, dusting powder,

cologne — and deodorant — *all in one!* 1.50, 2.75, 5.00.

Catch up on your reading this summer. You will find Helena Rubinstein's "This Way To Beauty" most entertaining and instructive. 2.00 at the better book shops.

Helena Rubinstein offers everything you need to make you beautiful, at her salons and smart stores.

*Helena Rubinstein*

715 FIFTH AVENUE • NEW YORK

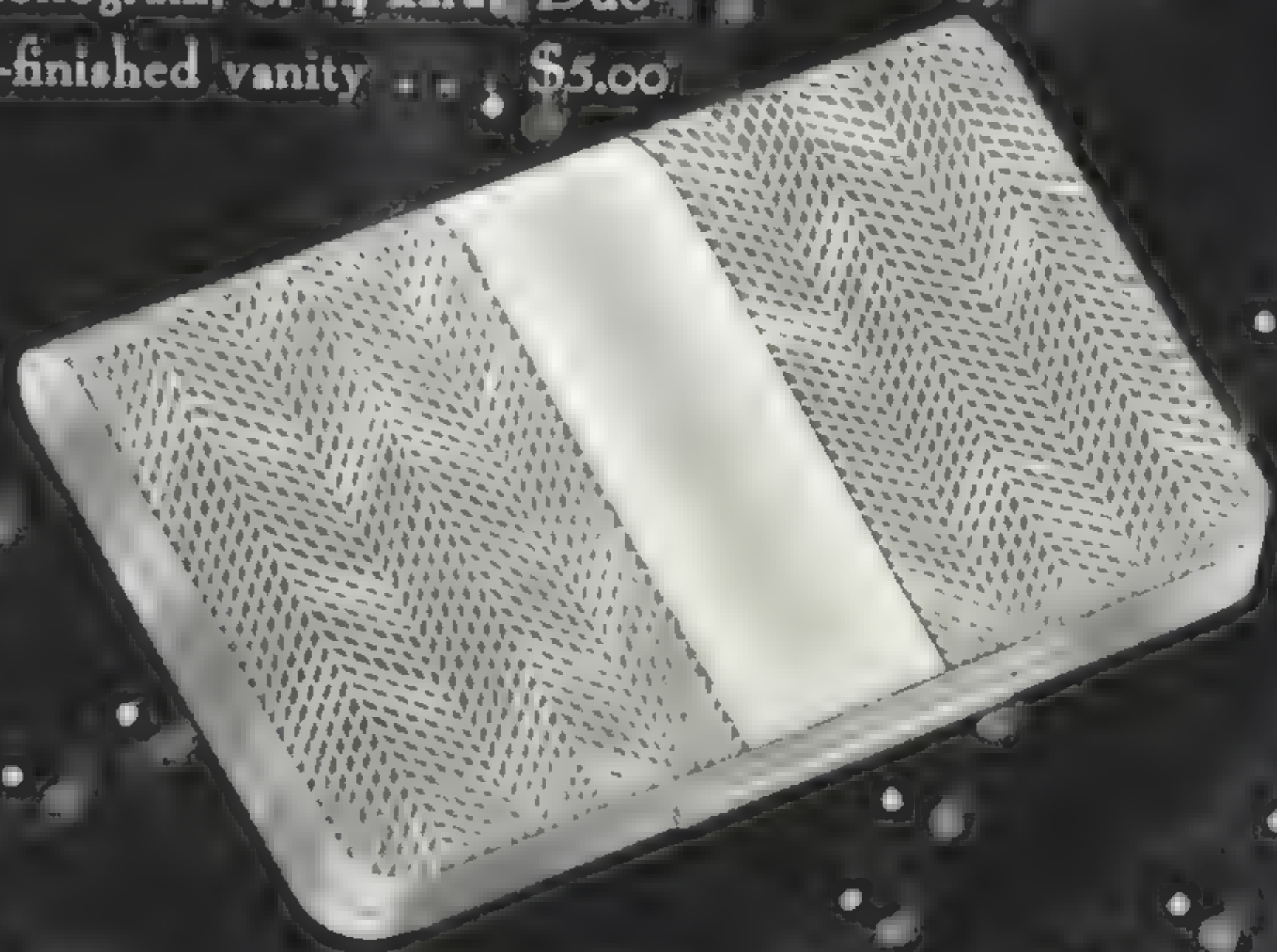
SALONS: PARIS • LONDON • BOSTON • CHICAGO • LOS ANGELES • SAN FRANCISCO • TORONTO



# Vanities

(POUDRE ET ROUGE)

Tweed Vanity, with 14-karat gold-plated band for monogram; or 14-karat Duotone Gold-finished vanity . . . \$5.00



Formal Vanity, in black enamel, white enamel, or 14-karat satin-gold finish; set with brilliants . . . \$7.50

## Lenthéric

245 RUE SAINT-HONORÉ · 741 FIFTH AVENUE

## DISCOVERIES IN BEAUTY



To combine the freshness of Cologne with the lasting fragrance of perfume, Coty brings out its new Cologne Parfumée. Also new are the two blends in which it is presented—"Chyprée" and "Ambrée"

WHEN you see a particularly good photograph of yourself, you are always pleased, among other things, by the delicate, soft look your skin has. The Dorothy Gray Company had this idea in mind when they produced and named their newest powder "Portrait Face Powder." Here is a powder of the greatest delicacy and fineness, yet, once on, it clings and clings and imparts to your face a film of softness. The fact that this powder has been made as non-allergic as any can be is good news for those with sensitive skins. And the fact that, with all its flattering qualities, it is sold at a very modest price is good news for every one who wants to try it.

The "Portrait Face Powder" comes in the wide variety of Dorothy Gray shades plus two new tones, one called Special Blend, which is a composite of the colours specially blended for the Dorothy Gray salon clients. This is a deep flesh tone with the pink tone muted, a feminine, soft type of shade that is a definite trend in smart make-up colours. The second shade is Glo-Rachel, a rachel-with-peach tone for the neutral skin that needs a bit of added colour. The new powder is now in all the shops where the Dorothy Gray preparations are sold.

A bit of White Magic has appeared at Wanamaker's in honour of June brides. It is in the shape of a little book, and inside are six cylinders of perfume made by Reta Terrell, all of them the fragrance of white flowers—"Bridal Wreath," "White Camellia," "Swedish White Carnation," "English White Lilac," "Russian White Violet," and "White Heliotrope." Reta Terrell has a way of reproducing flower fragrances exactly, and the whole thing is very effective, with a scented orange-blossom fastened to the cover with a white satin bow. For the little gift from the bride to her bridesmaids, or as a memento at a bridal luncheon, or for any one who likes the lovely lasting scent of white flowers, White Magic is a nice idea. (Continued on page 96)



Houbigant introduces Eau Florale Concentrée in five of its most famous fragrances. Eaux Florales are really a new version of perfume, lighter than extracts, but thoroughly impregnated with enduring scent



# A Lovely Skin at 20

## KEPT LOVELY INTO YOUR 30'S AND 40'S

with the help  
of these beauty-giving  
**MILK OF MAGNESIA  
CREAMS**



"How fortunate she is," you say, when you see a woman of 40 with a skin which looks as fresh and lovely as that of a young woman in her 20's. But — is it just a matter of good fortune? Perhaps the care she gives her skin is chiefly responsible for its loveliness. Perhaps she has learned that these remarkable Milk of Magnesia creams have unique benefits to confer in helping to keep away the premature age signs of an "Acid Skin".

### PHILLIPS' Milk of Magnesia TEXTURE CREAM

Here is a perfected way to have the acid-neutralizing benefits of Milk of Magnesia in a form which holds it on the skin long enough to be really effective. This unique cream *is* more; it *does* more because the Milk of Magnesia neutralizes the excess fatty acids and so works to beautify by helping to overcome unsightly faults.

**Prepares the skin for make-up.** Phillips' Milk of Magnesia Texture Cream provides a new kind of foundation for powder and rouge. Because the Milk of Magnesia properly *prepares* the skin for make-up, smoothing away roughness and overcoming oiliness, make-up goes on more evenly and clings for hours without need of touching up.

### PHILLIPS' Milk of Magnesia CLEANSING CREAM

Don't miss the pleasure of this new-type cleansing cream! It has a unique cleansing power because the Milk of Magnesia not only loosens and absorbs the surface dirt and make-up, but penetrates the pores, neutralizing the excess fatty acids as it cleans. See how soft and smooth your skin feels and how clear and fair it looks after a cleansing with this cream!

Give your skin this new kind of help — through the beneficial, beauty-giving action of these creams — the only creams which contain the famous acid-neutralizing ingredient, Phillips' Milk of Magnesia.

2 SIZES  
30¢ & 60¢

**PHILLIPS'** *Milk of Magnesia* **CREAMS**

TEXTURE CREAM • CLEANSING CREAM

**I**S an "acid" skin making you look older than your age? Is your skin losing its fresh tone, its smooth, firm, supple texture? Is it developing such unsightly blemishes as enlarged pores, oily shine, blackheads, scaly roughness?

Here's real help! You know how Milk of Magnesia helps an *internal* condition of excess gastric acidity. Now you can get this same beneficial action for your skin — in these remarkable Milk of Magnesia creams which act on the *external* excess fatty acid accumulations, and so help to keep your skin fresh, firm, supple, and free from the flaws that make you look older.





## ZIP EPILATOR

Destroys Unwanted Hair  
and **BOUQUET JORDEAU**  
A Refreshing Fragrance

*Both* FOR THE PRICE OF *One*

## UNWANTED HAIR

Banish it completely, instantly,  
this modern way

Superfluous hair is embarrassing to you, repulsive to others...and more so in summer, when scantier clothes and stronger light make it especially conspicuous.

Don't endure this offender any longer... ZIP Epilator destroys all unwanted hair on face, arms, legs and body by gently eliminating it both above and below the skin with surprising effectiveness...easily...IT'S OFF because IT'S OUT! No caustics. No unpleasant odor.

Millions of women have found it a new boon to enjoyment of life...years of research have perfected its unique action. Delightfully fragrant to apply, ZIP prevents regrowth of any prickly stubble.

Be hair-free, care-free...Welcome summer with freedom, enthusiasm...ZIP will make your skin lovely, silken-soft, alluring!

For a limited time, with every package of ZIP Epilator you receive a large 4-oz. bottle of **BOUQUET JORDEAU**, an exquisite, refreshing, fragrant toilet water...both for the price of one.

At your favorite toilet goods counter, or by mail.  
Treatment or Free Demonstration at my Salon

Also, for those who use the Cream—  
**ZIP Depilatory Cream**

An improved, perfumed cream for removing every trace of unwanted hair. As delightful as your choicest cold cream. Simply spread on and rinse off. Three liberal sizes. All drug, department and ten cent stores.

**Madame Berthé, Specialist**  
562 FIFTH AVENUE NEW YORK

**Switch to ZIP** for overcoming BODY ODORS

CREAM DEODORANT

MORE FOR YOUR MONEY  
THE BEST TO BE HAD  
STOPS PERSPIRATION

Gives complete assurance against offending others! Easy to apply. Lasting. Harmless to your clothing. Ideal on sanitary napkins. A Physician's Prescription. Ask dealer or write Madame Berthé, 562 Fifth Avenue, New York

## DISCOVERIES IN BEAUTY



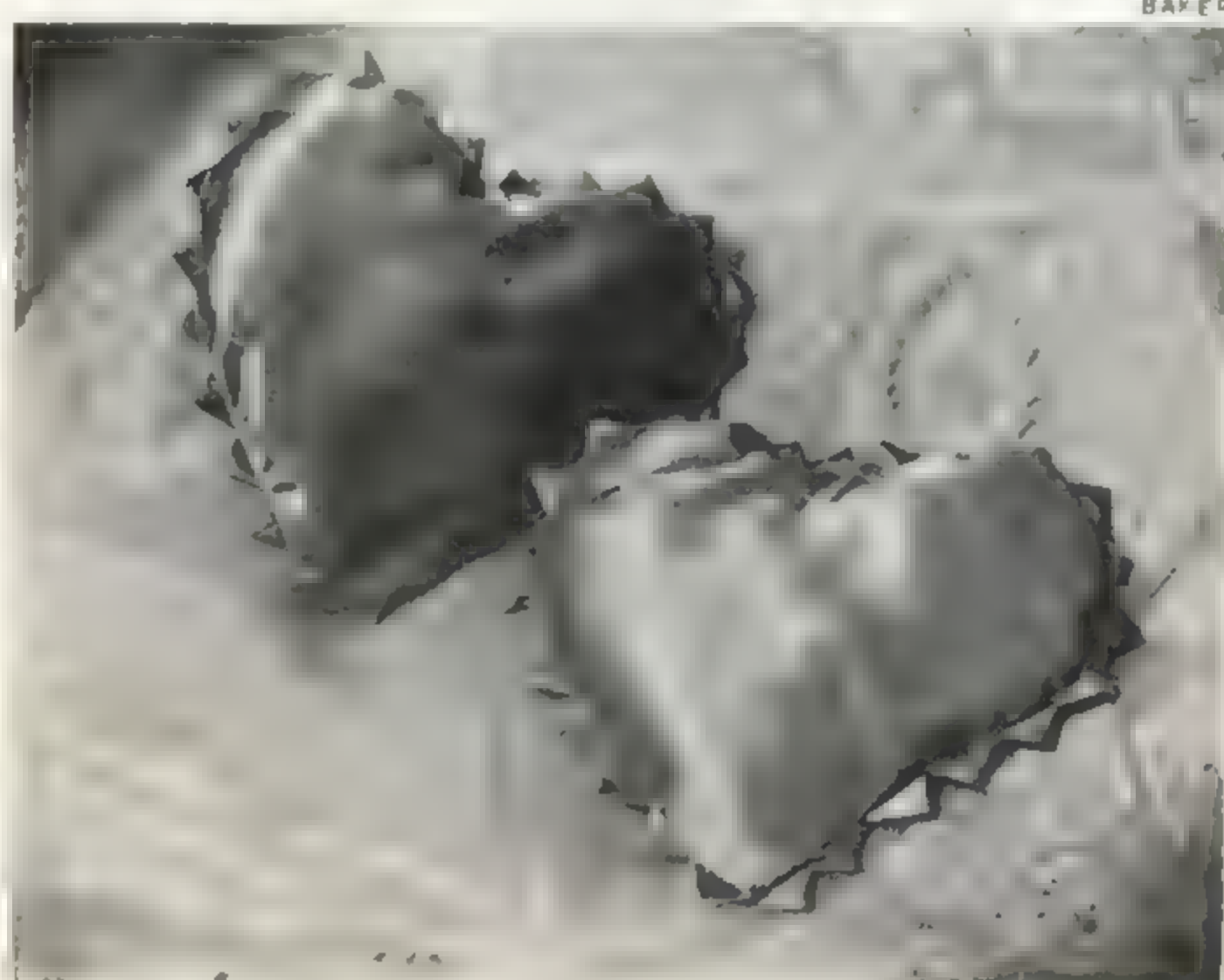
London House brings you the English country in "Bathes Devon Violets" Perfume and Bath Cologne. The violet-sprinkled, hand-made bottles and jars make a charming bit of décor for country houses

(Continued from page 94) "I want a really red lipstick, a good clear colour." This is a remark that you hear frequently now and will hear often as the summer progresses. If it is your particular demand of the moment, try Frances Denney's new Derby Red. Here is a red red, clear, but with enough depth to give it character. There are Derby Red rouges in compact and cream form to match the lipsticks, and powders and foundations to complete the make-up, and the whole effect is fresh and new.

Another innovation of Miss Denney's, wonderful for summer, is "Bubbling over for the Bath." This is finely powdered salts, in pretty pastel colours, and a teaspoonful in your tub, directly under the water from the faucet, produces shimmering, iridescent bubbles. The scent is a fresh eau de Cologne, and, when the bubbles surge up around you, you find yourself relaxed and soothed.

Any practical innovation that simplifies the business of good grooming is one that this department always Hails with Acclaim. The most recent in this category is the brand-new Polish Remover Pads made by La Cross, to get the polish off your nails with dispatch and ease. The pads are saturated with a glycerated remover, which has no tendency to dry the nails or cuticle. You merely wipe each finger-nail thoroughly with the pad to remove every trace of polish, and, unless you use several coats of polish, one pad will do the trick for all ten nails.

Of course, these glycerated pads are ideal for redoing the erring nail on which the polish always seems to chip before the time for a complete manicure; but, in doing this, you must take care. The pads are meant to remove polish, and, if you want one to work on a single nail, keep it away from the others during repair work. There are forty pads in the cylindrical bottle, which makes the price very small indeed.



"Shocking-pink"—and in the unmistakable scent. As gay and light-hearted as all the "Shocking" series. At better shops throughout the country



These Stores Feature

## WHITE ROUGE

Atlantic City, N. J.	M. E. Blatt Co.
Baltimore, Md.	Hochschild Kohn Co.
Baltimore, Md.	May Co.
Bloomington, Ill.	A. Livingston & Sons
Boston, Mass.	Chandler & Co.
Boston, Mass.	Conrad & Co., Inc.
Boston, Mass.	Gilchrist Co.
Boston, Mass.	C. F. Hovey Co.
Boston, Mass.	Jordan Marsh Co.
Boston, Mass.	R. H. White Co.
Bridgeport, Conn.	Howland Dry Goods Co.
Brooklyn, N. Y.	Abraham & Straus
Brooklyn, N. Y.	A. I. Namm & Son
Brooklyn, N. Y.	Loeser's
Buffalo, N. Y.	J. N. Adams Co.
Champaign, Ill.	G. C. Willis Co.
Chattanooga, Tenn.	The Vogue
Chicago, Ill.	Carson, Pirie Scott Co.
Chicago, Ill.	Mandel Bros.
Chicago, Ill.	Marshall Field & Co.
Chicago, Ill.	W. A. Wieboldt Stores
Chicago, Ill.	Stineway Drug Co.
Cincinnati, Ohio	John Shillito Co.
Cleveland, Ohio	Higbee Co.
Cleveland, Ohio	May Co.
Detroit, Mich.	Crowley Milner Co.
Detroit, Mich.	Cunningham Drug Stores
Evansville, Ind.	De Jong's
Fall River, Mass.	Cherry & Webb Co.
Fort Worth, Texas	Leonard Bros.
Gloversville, N. Y.	Martin & Naylor Co.
Greensburg, Pa.	A. E. Troutman Co.
Houston, Texas	A. B. C. Stores
Hutchinson, Kan.	Pegues-Wright Co.
Kansas City, Mo.	Emery, Bird & Thayer Co.
Los Angeles, Calif.	Broadway Dept. Store
Los Angeles, Calif.	Bullock's Dept. Store
Los Angeles, Calif.	Owl Drug Co.
Lynn, Mass.	Burrows & Sanborn
Milwaukee, Wis.	Boston Store
Milwaukee, Wis.	T. A. Chapman Co.
Milwaukee, Wis.	Gimbel Bros.
Minneapolis, Minn.	L. S. Donaldson Dept. Store
Minneapolis, Minn.	Powers Dry Goods Co.
Minneapolis, Minn.	Dayton Co.
Minneapolis, Minn.	Eagle Drugs, Inc.
New York, N. Y.	B. Altman Co.
New York, N. Y.	Bloomington Bros.
New York, N. Y.	Arnold Constable
New York, N. Y.	Gimbel Bros.
New York, N. Y.	Lord & Taylor
New York, N. Y.	R. H. Macy Co. Inc.
New York, N. Y.	McCreery & Co.
Oakland, Cal.	Capwell Sullivan & Furth
Oshkosh, Wis.	Henderson Hoyt Co.
Owensboro, Ky.	MacAtee, Lyddane & Raye
Pawtucket, R. I.	David Harley Co.
Philadelphia, Pa.	George Allen, Inc.
Philadelphia, Pa.	Bonwit Teller
Philadelphia, Pa.	B. F. Dewees, Inc.
Philadelphia, Pa.	Gimbel Bros.
Phoenix, Ariz.	Goldwater's Mercantile Co.
Pittsburgh, Pa.	Kaufmann's
Portland, Ore.	Meier-Frank & Co.
Providence, R. I.	Callendar, McAuslan & Troup Co.
Providence, R. I.	Outlet Co.
Providence, R. I.	Shepard Co.
Quincy, Mass.	Sheridan's
Rochester, N. Y.	Sibley, Lindsay & Curr Co.
St. Joseph, Mo.	Hirsch Dry Goods Co.
St. Louis, Mo.	Famous-Barr Co.
St. Louis, Mo.	Stix, Baer & Fuller
St. Paul, Minn.	Schuneman & Mannhellers
San Antonio, Texas	Sommer's Drug Stores
San Francisco, Cal.	The Emporium
San Francisco, Cal.	The Owl Drug Co.
Springfield, Mass.	Forbes & Wallace
Tacoma, Wash.	Rhodes Bros.
Tacoma, Wash.	The Fisher Co.
Tampa, Fla.	Maas Bros. Dept. Store
Toledo, Ohio	LaSalle & Koch Co.
Trenton, N. J.	Nevius Bros.
Washington, D. C.	Hecht Co.
Washington, D. C.	S. Kann Sons Co.
Washington, D. C.	Lansburgh Bros.
Washington, D. C.	Peoples Drug Co.
Waterbury, Conn.	Howland-Hughes Co.
Wichita, Kan.	George Innes Co.
Wilmington, Del.	Crosby & Hill Co.
Worcester, Mass.	Denholm & McKay
	All Ford Hopkins Co. Stores

If your favorite store has not as yet received its supply of White Rouge, remit 50c direct to Clark-Millner Co., 666 St. Clair St., Chicago, Ill. and a box will be sent you postpaid.





NOW, LET'S TAKE UP THE IMPORTANT TOPIC—

# THIS *New Rouge* THAT NATURE TINTS TO YOUR MOST BECOMING SHADE



## White Rouge Simplifies Make-Up with One Rouge That Matches All Complexions

How assuring it is to know the rouge you are wearing is in precise color harmony with your complexion . . . your clothes . . . and the light that falls on your cheeks. With White Rouge there is never a doubt. That's because the color of this unique rouge incredibly adjusts itself to every condition. On fair skin . . . on summer tan . . . in daylight or lamplight, White Rouge always flatters. Smart women everywhere are asking for it at leading toiletrie counters. 50c

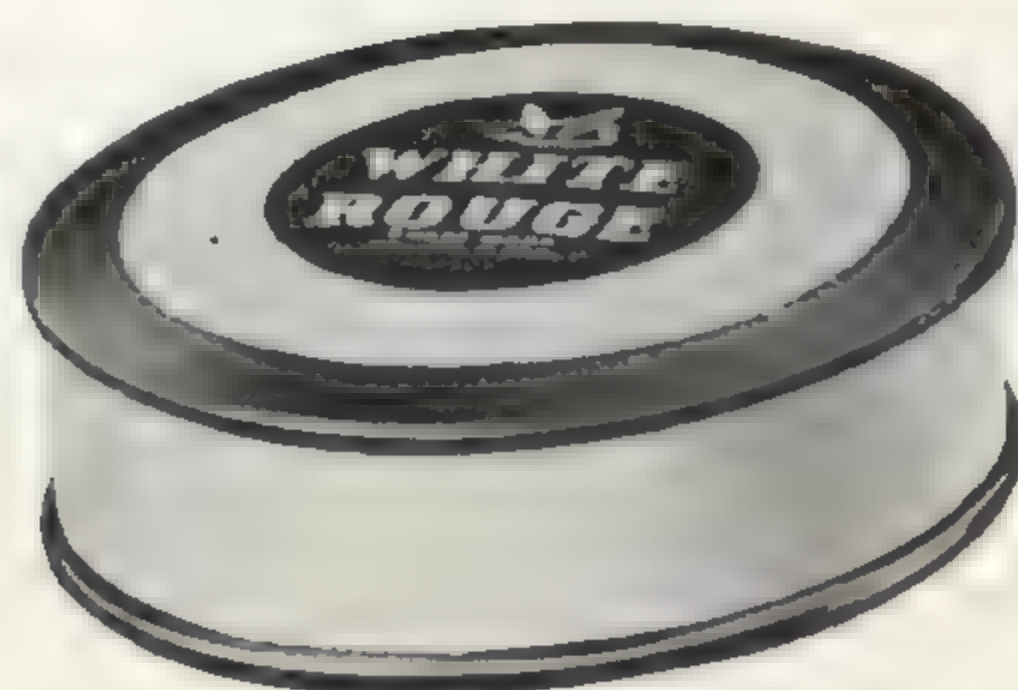
Clark-Millner Co., 666 St. Clair St., Chicago



**WHAT IS IT?** An entirely new rouge that gives your cheeks the precise shade of color to match your individual skin tone. The one, warm, natural color for you . . . all so easily and surely done without doubt and hesitation over color selection.

**WHAT IT DOES**—From one dainty box comes the shade for every complexion—blonde, brunette or titian. You apply it with your finger tips—never a puff—and instantly the oils of the skin turn it to a flattering color. Not an opaque coating, but a transparency through which your skin shows . . . *naturally!*

**WHAT IT MEANS**—One shade to buy . . . one shade to own for every costume color . . . and a lovelier, incomparable natural bloom for your cheeks! One application lasts the day—marvelously waterproof, too.



### THE WRIST TEST—

See how WHITE ROUGE produces all shades from the same box! Rub a little on the back of your wrist where skin is darkest; then on under side of other wrist. Now compare them!



# WHITE ROUGE

When first made, White Rouge is snow white. Soon thereafter, it assumes a light orchid tint. When applied, your skin determines its color.



*Be  
Sun Fair*

WITH

*Elizabeth Arden's*

## NEW SUMMER COMPLEXION

Can you keep through the sultry days of Summer the vivid and delicate complexion that was yours in Spring? Swarthy tans are definitely unfashionable. To achieve Elizabeth Arden's fascinating new Summer complexion, SUN-FAIR (which combines delicacy with an underlying warmth of tone)—you need not only her SUN-FAIR HARMONY BOX with its special protective requisites but also her celebrated Sun Preparations. And don't forget that, in Summer as in Winter, you should keep up your regular beauty routine—Cleanse, Tone, Soothe—carried out with Ardena Cleansing Cream, Ardena Skin Tonic, Ardena Velva Cream.

ARDENA CLEANSING CREAM—a light feathery cream that cleanses thoroughly  
\$1.00 to \$6.00

ARDENA SKIN TONIC—a delightfully refreshing tonic which gently tones the skin.....85c to \$15.00

ARDENA VELVA CREAM—a delicate soothing cream to help keep the skin soft and fine.....\$1.00 to \$6.00

SUN-FAIR HARMONY BOX—contains foundation, powder, rouge, lipstick and eye sha-do for the new Summer complexion.....\$5.00

SUN-FAIR POWDERS—Mat Fonce Illusion Powder and Light Rosetta Cameo Powder in double box with camel's hair make-up brush.....\$3.50

ARDENA SUN-PRUF CREAM—admirable as a powder foundation. Helps prevent burning but permits tanning, a tube.....\$1.00

ARDENA PROTECTA CREAM—waterproof. Helps guard the skin against sunburn and freckling.....Tubes, \$1.50, \$2.25

IDEAL SUNTAN OIL—only for those who tan without burning—helps keep the skin soft and supple—Honey and Café.....75c to \$3.50

EYELASH COSMETIQUE—a waterproof mascara in black, brown, copper, green, light blue, dark blue and violet.....\$1.50

EIGHT HOUR CREAM—for sun-blistered lips or painful sunburn . . .  
\$1.75 and \$3.00

*Elizabeth Arden*

691 FIFTH AVENUE • NEW YORK

## THE LIGHT IN YOUR EYES



The lady-in-the-sun wears Face-Form Goggles equipped with special sun lenses. At the leading eye-glass shops

ONE thing the great American public doesn't have to be educated into is using sun-glasses. Any one who has ever sat with the sun beating down knows how ruinous it is to the eyes. Besides there is always a definite chic to the popular pastel-coloured frames.

The flaw in the situation is that too few people realize the importance of buying really good protection glasses at good shops. Those dark glasses that you pick up for a pittance have flaws in the lenses that hurt your eyes and make your head ache. Besides, such glasses aren't treated to screen out or tone down the really harmful burning rays of the sun.

We point out these disadvantages only to suggest a solution; there are many excellent protection glasses, sun-glasses, rest glasses which you can ask for and be sure of getting because they are all marked by their names.

If you ask for Solarex sun-glasses, for example, at any of the better drug or department stores throughout the country, you will get smart, dark-lensed glasses that shut out the burning rays of the sun and also look well on your face. Despite their own dark colour, such lenses don't distort natural colours, which is a practical convenience when you have to start gathering possessions scattered over the beach. The frames for Solarex glasses are in a wide variety of good shapes and colours.

Ray-Ban lenses, with their Anti-Glare protection, come in a range of three shades. This gives the individual an opportunity to choose the perfect shade for his particular needs. The flexible, fitted frames and smart leather cases make the glasses very attractive, as well as useful.

The glasses in the sketch above are Face-Form Goggles, reminiscent of old-fashioned motoring glasses and oddly smart on modern faces. They are fitted with Calobar lenses, which have scientific properties that screen out the harsh ultra-violet and the burning infra-red sun-rays. These glasses can be ground to your prescription for your regular frames, or you can buy them just as protection glasses in a variety of sports frames.

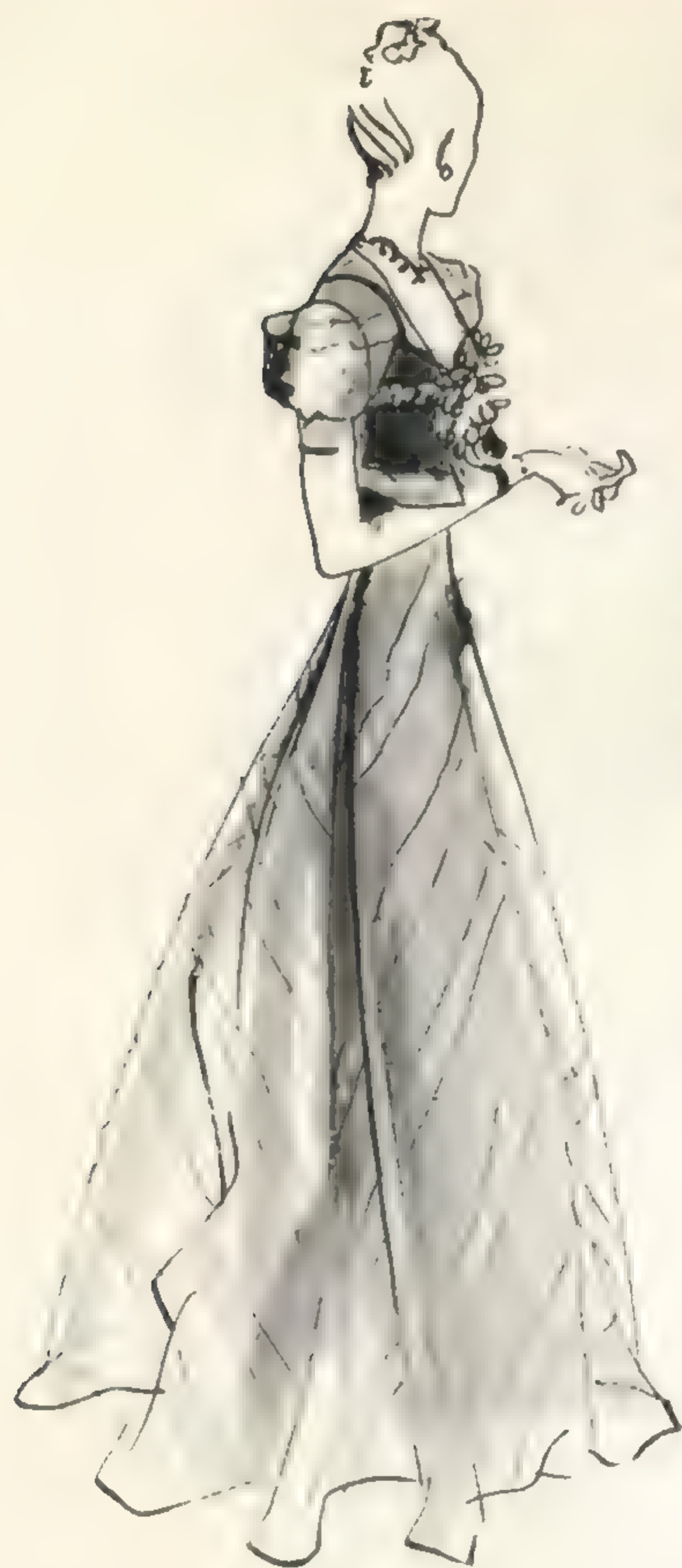
Even when you aren't on the beach or the water, there is too much reflected light—from mirrors, walls, windows—that fatigues the eyes. If you use Soft-Lite lenses in your glasses, they rest your eyes as well as protect them. These lenses filter out unwanted light, and you can have them ground to your prescription if you wear glasses regularly, or use them only for rest and sun. An interesting point about these lenses is that they are made in two soft pink shades, one with fourteen per cent. absorption of light, for normal eyes; a second with eighteen per cent. absorption for eyes supersensitive to light.

One of the most amazing forms of protection glasses are Polaroid Glasses, which remove all glare from your vision. A thin film of Polaroid material is laminated between two pieces of glass to make these lenses, and, while the technicalities of construction defy the layman, once you have Polaroid glasses on, all glare of light is destroyed. You can see right through the surface of water under sun.



## VOGUE'S FINDS OF THE FORTNIGHT

Shops in other cities have these models



Drift over a beach-club floor in this dress of embroidered black Swiss organdie, with its bolero, its sheaf of daisies. About \$20; from Bloomingdale

Stroll along the shore in this chartreuse chiffon dress. It has a tucked bodice; a bolero of olive green ribbon with bows. About \$25; at Franklin Simon



Arrive in a motor launch, wearing this dancing dress of navy Sanforized piqué, with a flaring bolero faced with white piqué. About \$25; Stern's

SUMMER COSTUMES  
**DRAMATIZED**

*new!*



by **townwear**  
Magic Color  
**HOSIERY**

Hoover of Concord, North Carolina





**SPOTLIGHT ON YOU**... Your most seductive self... with the glamorous new Volupté Lipstick finish "H". Shiny to the danger point... this is a **HUSSY** of a Lipstick. Highly lustrous... dazzling... it brings lips into bold and beautiful relief. Tempting... frankly cosmetic... banner of the **FEMME FATALE**. **BUT PERHAPS...**

# VOLUPTÉ

**YOU PREFER CANDLELIGHT**... Your approach to chic in make-up as in clothes is quiet... subtle... charming. For you, Volupté Lipstick finish "L". Sheen-less, de-lustred lip color... tender, appealing warmth to emphasize the loveliness of the **LADY** you are! Both "H" and "L" last faithfully. Both in the same five glorious shades.



## THE TERRACE CLUB

(Continued from page 73) The bar-top and tables are covered with exotic green wood, the circular seat with green textured material, and the floor with green linoleum; the panels in the bar front are of a new, thin stainless steel.

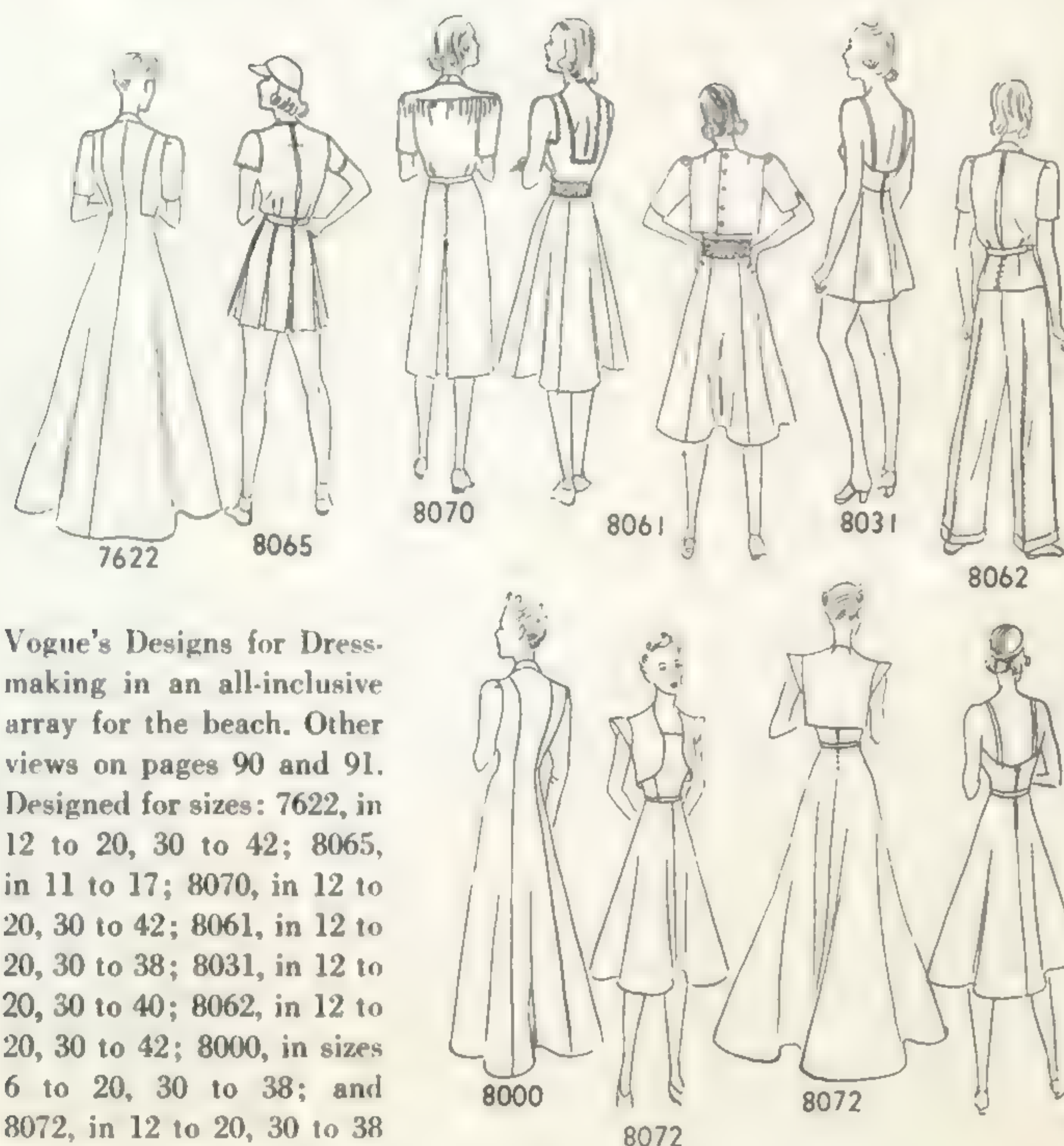
The lounge, a lofty room in the shape of a quarter-circle, has one curved wall made entirely of glass. The other walls are warm grey in colour; the carpet a deeper grey; and the comfortable big chairs are grey and chartreuse. Beside the fireplace and windows are curved sofas, covered with rough coral-coloured fabric. An entirely new decorating idea appears in the curtains—of heavy pale grey silk with a design of darker grey sunflowers. The sunflower design, surprisingly, is neither printed nor woven; it is a photograph, enlarged and reproduced on the material.

The huge dining-room, with its sixteen-foot-high ceiling, is perhaps the most effective of all. Here the predominating colour is a light, cool grey, accented by four dramatic crystal side-lights, and splashed with the brilliant lemon-yellow of the curtains. The table-linen and china are in different shades of grey, and the vases were especially designed by Constance Spry.

The President of the Terrace Club is Mr. Frank L. Crocker; the Vice-President, Mr. Harold E. Talbott; the Honorary Secretary, Mr. William Rhineland Stewart; and the Treasurer, Mr. J. Ford Johnson, junior. The Board of Governors includes the Messrs. Roy F. Atwood, Thomas M. Bancroft, Herbert H. Ramsay, Walter P. Chrysler, Frank L. Crocker, Charles E. Dunlap, Charles G. Grace, Thomas Hitchcock, junior, Deering Howe, Harry T. Peters, Bernon S. Prentice, Robert E. Strawbridge, junior, Alfred G. Vanderbilt, Howell van Gerbig, Cornelius V. Whitney, and John Hay Whitney.

The management of the Terrace Club is in the capable hands of Mr. Martin Sweeny, abetted by all the latest modern equipment. And it's air-conditioned throughout—which will make it an even more welcome oasis in the New York summer.

## DESIGNS FOR DRESSMAKING



Vogue's Designs for Dressmaking in an all-inclusive array for the beach. Other views on pages 90 and 91. Designed for sizes: 7622, in 12 to 20, 30 to 42; 8065, in 11 to 17; 8070, in 12 to 20, 30 to 42; 8061, in 12 to 20, 30 to 38; 8031, in 12 to 20, 30 to 40; 8062, in 12 to 20, 30 to 42; 8000, in sizes 6 to 20, 30 to 38; and 8072, in 12 to 20, 30 to 38

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 17.



## IN WITH THE TIDE

Ornamental on the beach and no dub in the water is this Brown-Durrell bathing-suit of blue-and-white printed piqué. It is cut to whittle down the size of your midriff. At Stern's



Button it up primly or wear it open as we show here—this beach dress with its full and pleated skirt. Underneath is a bathing-suit—both of printed Everfast piqué. Jay-Thorpe



When the sea breeze gets a little too brisk, wrap up in this full-length robe of soft woven cotton. Those wide and bright vertical stripes give an illusion of height. From Bloomingdale

Unless the style becomes you, it cannot become the style . . . . .

that is the story behind this rayon crepe dress and contrasting coat to be worn separately or as an ensemble

35<sup>00</sup>



Harry S. Manchester, Inc.  
Madison, Wisconsin





## Yes, my darling daughter!

We cling to the simple idea that bathing suits and beach apparel should be designed for active wear, water and strong sun—as well as spectator view. To this fundamental add fashion; work out the recipe in fine sharkskins, rayon flannels, linen, satin and pure silks—and the resultant collection speaks for itself! Prices surprisingly moderate, too.

### LEFT:

**Slacks** of light imported flax-twist linen, doesn't crush. In navy, raspberry, mauve, copper, marine blue, natural. Sizes 12 to 20 . . . . . \$6.50

**Shirt** of flax-twist linen with convertible collar, in raspberry, marine blue, aqua, pink, gold, white, natural, to match or contrast with the Slacks. Sizes 12 to 20 . . . . . \$4.95

**Pillbox**, various colors, sizes 21½ to 22½ . . . . . \$2.50

### RIGHT:

**Bathing Suit** with its flattering lines is of white rayon sharkskin, lined throughout; polka dot trim and sash in navy or wine. Sizes 12 to 20 . . . . . \$10.75

**Fitted Coat** of white rayon sharkskin, buttons all the way up, has sash of the same material. Sizes 12 to 20 . . . \$15.00

**Coolie Hat** of white Milan straw . . . . . \$6.50

## ABERCROMBIE & FITCH Co.

*The Greatest Sporting Goods Store in the World*

Madison Avenue at 45th Street, New York

Many attractive suggestions are contained in our "Women's Summer Sport Styles" Booklet. Free on request.

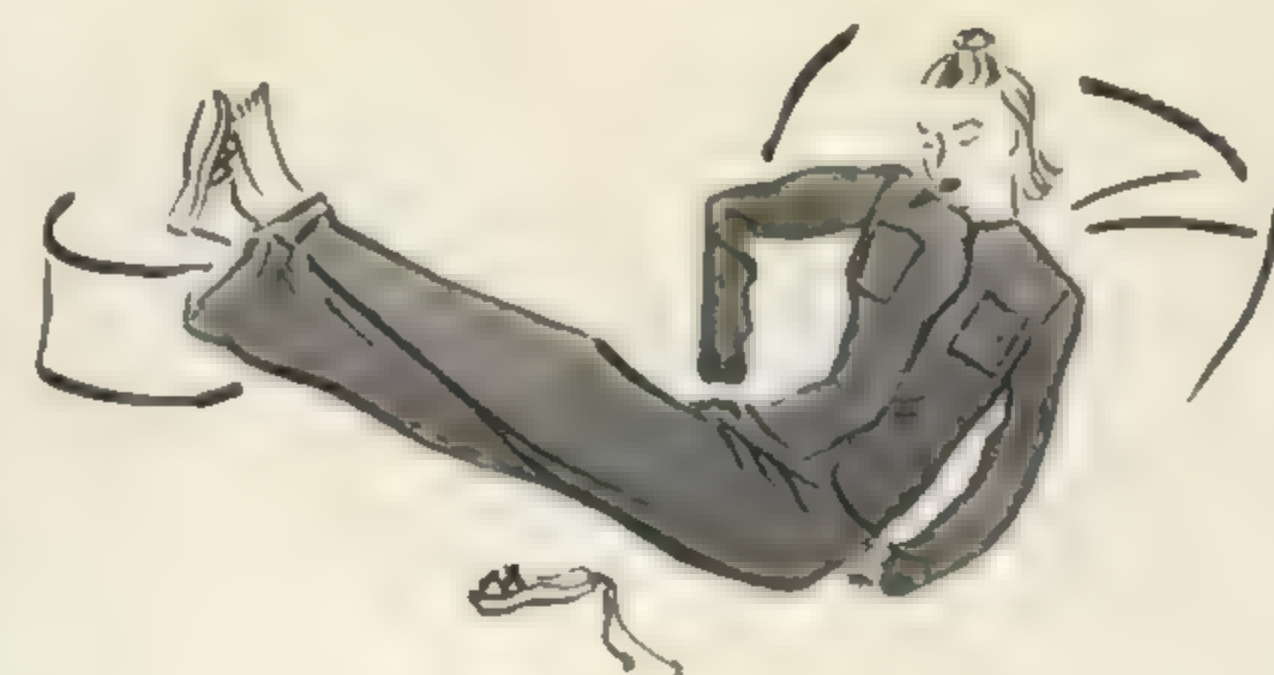


## SHOP-HOUND MAKES A SPLASH

(Cont'd from page 92)

We like the lean oblong look of the cardigan jacket of these beach pyjamas. Also the lovely strawberries and cream colour of them, in Snia spun rayon. You can buy them in maize or white

if you like. All in all, nice pyjamas, is our verdict. About \$16.75 at Harper, Fraser-Campbell, 23 East Sixty-Second Street.



Ronson's Kitcase is about as comprehensive a case as you'll run into these evenings. Outside it's dark and shining with black enamel, banded with gold-coloured dureau, with a ruby clasp. Powder puff, coin-purse, comb, cigarette space, mirror, and a lighter cooperate in fitting neatly into the inside, and the whole thing is about the size of a cigarette-case. This is our idea of an exciting graduation present, and costs about \$22.50.



Fanny and Hilda have conjured up this big capeline in rough white straw, with an insert of dark red piqué in the top, after Agnès. A broad fabric band in the back helps you ignore the breezes. You might order it in navy-blue straw with a white piqué top, or any combination that pops into your head. As you must know, these fine milliners are at 501 Madison Avenue.

Come East, young man, come East. That's what Brigrance, the young Texan designer, did, arriving at Lord and Taylor, via Paris. And his sports clothes and pinafore dresses are worth travelling to see. He likes dresses cut all in one piece, and unusual colour combinations. And these clothes are not expensive.

Candid-camera addicts absolutely beam with admiration at the sight of a Retina II. In case you don't know it, you have a retina right in your eye, and it records images instantaneously. Get the symbolism? This Eastman Retina is for better-than-beginners who don't want to invest in the more expensive camera. Candidly, one model costs about \$115; another about \$140, at the Eastman Kodak store, Madison Avenue at Forty-Fifth Street, where you can always find the right camera for you and your purse.

To hang on the wall of your bath-house, and dangle affectionately from your arm, there's this striped cotton fitted bag. In its water-proof interior is a right-sized mirror and a bottle and two jars for creams and such. This bag is our choice in red-and-white stripes, but you can get it striped with navy or black or brown with white, if you like. About \$1 at Bloomingdale's; only one of their big collection of beach bags.



When you're dressing some evening, and your last pair of sheer stockings runs before your very eyes, don't wring your hands, lady; ring Postal Telegraph, and a pair of stockings will appear within twenty minutes. Le Bas, the little stocking shop at 47 East Fifty-Eighth Street, has distributed its wares in day and evening shades, in all sizes, among Postal's stations all over town. Which just goes to show that the world is getting more humane and sensible every day. About \$1.15 for the stockings; 35 cents for coming to your rescue. (Continued on page 104)



## SENSE OF PERMANENTS

If you were a straight-haired little girl, you probably ate—in hopes that it would “make your hair curly”—tons of bread crusts and bales of spinach. This doubtless was good for you, but, in the light of modern permanent waves, unnecessary. For it is to the permanent wave, given three or four times a year, that you owe your now flourishing curls.

By side-stepping the commoner pitfalls, every wave you get can be a triumph. Look with a wary eye at “bargains” in unfamiliar establishments. (You can frequently find bargains that are just that, in reputable shops.) Your suspicions should be aroused if the operator skimps on the number of curls—if you have forty curls one time, and the next time an operator tells you you need only twenty, something is out of line, unless you’ve had your hair cut drastically.

Never undertake a permanent unless you’re bursting with health—your hair reflects, accurately, your physical condition. When you’re in top form, go to your own hair-dresser for your wave—he knows the texture and condition of your hair, and also how to humour you on its arrangement. Choose a wave whose name is familiar to you—the large companies have spent years in research; their machines, sachets, and lotions have been tested from every angle and are pretty sure to give you a highly successful wave. If you go to a new hair-dresser, insist—politely but firmly—on seeing the sachets and lotions to be used—all manufacturers have their supplies plainly marked, and the names should correspond with the name of the machine, or machineless, wave you’re getting.

That settled, have two test-curls. The top manufacturers train their operators to use various lotions for various types of hair, and to regulate the heat not only to your type of hair, but to its various parts. If your hair is bleached, dyed, or baby-fine, you can resign yourself to its being difficult (*not impossible*); it’s likely to take two waves to get it under control. And in this case, it’s especially fatal to change hair-dressers in midstream.

If you make a practice of shampooing your own hair, do a very thorough job every time—a superficially shampooed head won’t take a good permanent. (Some companies even put out shampoo lotions to go with their permanent-wave processes.) And if your hair-dresser tells you you need scalp treatments between permanents, believe him—it’s all for your own good.

Frederic’s has a new machine that comes to the rescue of badly damaged or problem hair. This machine gives a slow, gentle permanent; the operator dials the temperature on a dial marked for fine hair, coarse hair, bleached hair, dyed hair. The materials for one permanent are packaged in sealed boxes, and the seals are broken before your eyes.

Eugene’s latest machine for giving permanent waves eliminates metal heaters—instead, two clips are attached to the sachet that encloses the curl, and the current flows directly through the sachet, producing a controlled, even heat of no more than 200 degrees. When the moisture of the sachet is absorbed, the heat process stops. Eugene has a fine hair-conditioning cream, if your hair is run down.

Zotos’ wave—machineless, as you know—involves blocking and winding your hair in the usual way, with a dampened sachet wrapped around each curler. You can have a Croquinole or a spiral wave, or some of each. They choose, out of five lotions, the one right for your hair; one of these, their X lotion reconditions as it waves. The little Vapets that control the heat are blue with red eyes—the eyes turn black when the heat is on, and back to red when your hair is ready to emerge.

Rilling’s new machines have a “thinking control”—the operator sets the dial, and heating time is automatically regulated. Another new idea is their protector clip; it’s proof against a “burn” caused by the scalp being pulled too tightly. This clip is very light, and so are the curlers that are used with it—curlers designed to spread your hair evenly. (The curlers come in two sizes, so that you can have the happy combination of tight curls at the nape of your neck, and fluffy curls on your crown.) And the preliminary step to a Rilling permanent is a shampoo with their conditioner, Rillene.

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## Are "Natural" Lips or "Painted" Lips more Kissable?

Invariably you'll find that men detest that "painted look." The lips they love are soft, appealing—*natural*! Only Tangee can give your lips this lovely natural color—for it's the only lipstick with the famous Tangee color-change principle.

### Looks Orange—Acts Rose

Tangee looks orange in the stick. But on your lips it turns like magic to a warm blush-rose shade,

blending perfectly with your complexion—whether you're a blonde, brunette or red head. It won't smear or leave red marks on teeth or handkerchiefs. Its special cream base soothes and softens lips. Get Tangee today. 39¢ and \$1.10.

**BEWARE OF SUBSTITUTES!** There is only one Tangee—don't let anyone switch you. Be sure to ask for TANGEE NATURAL. If you prefer more color for evening wear, ask for Tangee Theatrical.

## World's Most Famous Lipstick TANGEE ENDS THAT PAINTED LOOK

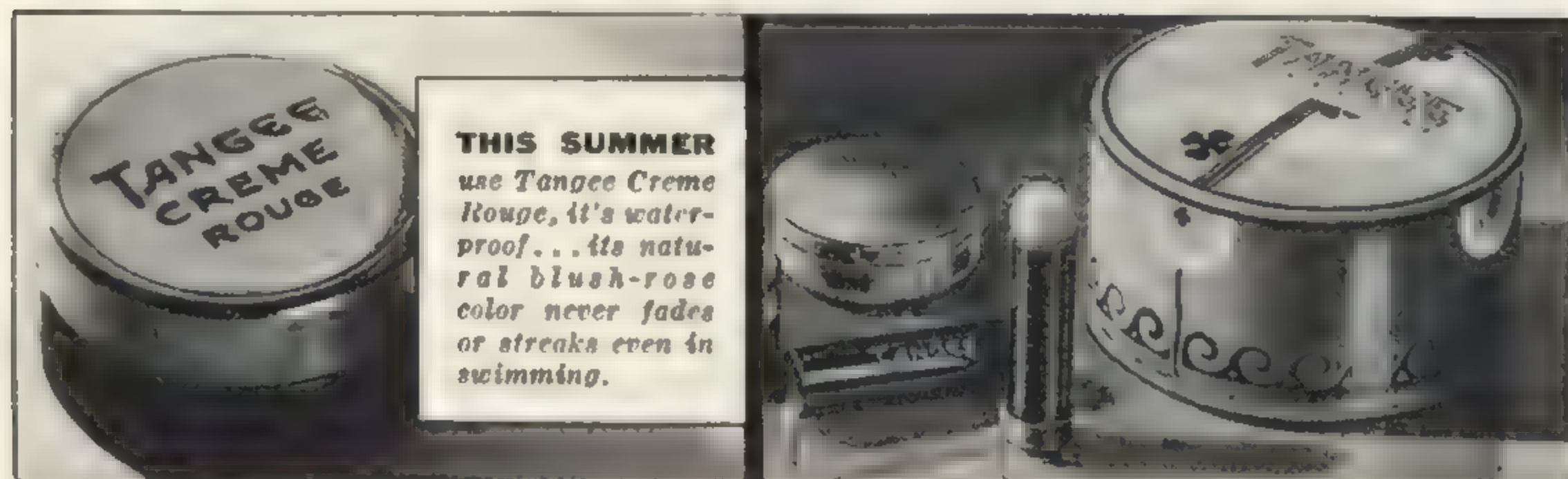
FOR A COMPLETELY NATURAL APPEARANCE use Tangee Rouge Compact and Tangee Face Powder. Tangee Rouge gives your cheeks a natural glow that looks like your own color. The super-sheer texture of Tangee Face Powder blends with your own skin tones for a smooth flattering finish.



**Untouched**—Lips left untouched are apt to have a faded, parched look.

**Greasy, painted lips**—Don't risk that painted look. Men don't like it.

**Tangee lovable lips**—Intensifies natural color, ends that painted look.



**THIS SUMMER** use Tangee Creme Rouge. It's water-proof... its natural blush-rose color never fades or streaks even in swimming.

THE GEORGE W. LUFF CO., NEW YORK

## SHOP-HOUND MAKES A SPLASH

(Continued from page 102)

We thought we'd said all there was to say in favour of waltzing, and then we saw this dress. It's of black net, spiked with lilies-of-the-valley, graced with a mile-wide skirt. Or you can order it in white with cornflowers, if that's your mood. It's one of the original designs of Baroness Henkl, who helps fine imported fabrics turn into something finer. About \$125; 515 Madison Avenue.



OPPÉE

What is so rare as a perfect town dress in June? They're not so rare at Shapel, the little dress shop at 423 Park Avenue. A fine collection of unwrinkly tissue linens that are as cool as they look—a lovely black one over a plaid taffeta slip. Another, just right for beach-club lunches, is of soft blue, with a round band for a collar. About \$30 for this treasure.



Easy on the eyes; easy on the toes—these red calf moccasins have pneumatic soles, which means they have air compressed right into them. The feel of them is every bit as impressive as the name. You can buy them at Bendel's for about \$8.75 the pair.



At Saks-Fifth Avenue, beach shoes of coloured linen, bound on by a linen handkerchief. With different costumes you change the handkerchief for one of another colour. They cost about \$16.75 for the shoes; about \$1 each for the handkerchiefs.

Some morning when the sun is high and hot, you look into your closet and get all discouraged about the practice of clothing the human body, but there is a solution. It is not to turn Nudist or to curl-up-and-die, but it might well be to see Catherine Garritson. She designs and makes simple, fresh clothes that will cheer you right up—lots of crisp tailored white piqué used with summer prints. Good clothes for city or seaside. She takes clothes to heart, figuring out what will go with what, and will see to it that you have the hat, gloves, bag, and buttons to make you happy and hang together. Prices for her dresses, to order, are nearer \$50 than \$100. Call her for an appointment so that she'll have time to gather in plenty of bolts of ravishing materials for your selection, at her shop at 123 East Fifty-Fourth Street.

This is the chef's beret designed by Lanvin, reproduced in all fabrics and colours by Janet Rose, 665 Fifth Avenue. It gives you a clean young look, with nothing sissy about it, and is easy as pie to pack—easier, now that we think it over; about \$22.50 to order. It's just the kind of hat that we delight in tracking down for you, knowing it will serve you well in town or in the country, and will cling to your little pate, in spite of threatening head-winds.





## MY COOK IS A SAILOR

(Continued from page 68)

### DELICIOUS CINNAMON TOAST

Melt half a pound of butter in a double boiler, add one cream-cheese, and stir well, but do not expect it to become smooth.

Sift a generous amount of powdered sugar into a soup-plate and stir into it sufficient cinnamon to make it a medium brown.

Cut slices of Graham bread—about one inch thick. Cut off the crust, and cut into strips—one inch thick, one inch wide, and about two or three inches long. With a fork, dip these one by one into the butter-and-cheese mixture, coating all sides quickly, then dip them into the sugar-and-cinnamon mixture, again coating all sides. Place in rows on a pan, bake in a rather hot oven for a few minutes until a golden brown. Remove and let stand for a short time in order that they may be served warm, not hot.

### LOBSTER STEW

Either lobster or crawfish may be used, preferably about two-pound size. Buy them alive if possible, and plunge into boiling water, and boil twenty minutes or until shells turn red. Open and remove the meat, discarding parts unfit to eat, but placing all the shells in two cupfuls of cold water. Bring this water slowly to the boiling-point and cook for twenty minutes. Drain, reserve liquor, and add to it a quarter of a cupful of butter and a quarter of a cupful of flour, which have been cooked together. Scald the desired amount of milk, putting into it the tail meat of the lobster finely cut, then add to this the liquor. Season with salt and Cayenne; then add the tender claw meat, diced, and the body meat.

### CONCHS

A word about the preparation of conchs will not go amiss to those who cruise in Southern waters or who keep house in the Bahamas. The fishermen extract this creature from its beautiful shell and sell it in the market-place. It is unwise to purchase any conchs that are not still alive.

After washing them, the best native cooks bathe them in the juice of a wild orange or lemon. Then they are laid on a board and pounded until they are completely crushed and as tender as sweetbreads. They can then be used raw as a salad, made into a conch stew, or conch fritters. The native stew is made by frying a little onion in butter, adding tomatoes, and then the conchs, stewing all together until tender and serving with boiled rice.

### CARAMEL ICE-CREAM (Ramon's prize dessert)

Heat a pint of milk in a double boiler with one level tablespoonful of powdered gelatine.

Cream the yolks of three eggs with one-half a cupful of granulated sugar. Place in a frying-pan a scant cupful of granulated sugar and stir over the fire until it becomes a deep golden brown.

The success of the dessert depends largely upon getting this caramel just right, for, if too dark, it will lose the delicious caramel flavour, and, if too light, will be tasteless. It is best, therefore, for an inexperienced cook to take it off too soon and watch it darken slowly, as it will continue to boil even after being removed from the fire. Pour this hot caramel slowly into the hot milk and stir until dissolved. Remove the mixture from the stove and pour it slowly onto the creamed yolks of eggs and sugar, stirring until thoroughly mixed. Then, return this mixture to the double-boiler and *stir constantly* until it thickens. This will be when the custard coats the spoon as real cream would.

Remove instantly when it reaches this point. Strain mixture and allow to cool. Just before freezing, add a pint of cream which has been whipped fairly stiff. Freeze in a regular ice-cream freezer.

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*A bag with sharply  
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*Calf in crisp white; white with  
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## SET OUT FOR THE SHORE



For your gardening tools or your beach equipment, have this accommodating bag of yellow burlap, shaped like a flower-pot. To keep your toes away from the sand, there are yellow burlap clogs, with chunky cork soles and soft cotton cord ties. And, at the beach or in the garden, take along a bottle of Skol, to ward off painful sunburn. All at Lord and Taylor



Three ways to walk the strand in comfort and small expense. At the top, left, U. S. Rubber's wedge-soled red canvas shoe. Right, a navy-blue Oxford, accented in white, with a rope sole bound in white rubber—perfect for slippery wet decks. The third shoe is for the beach or the tennis-court, made of navy-blue canvas with a white canvas top. All are at Macy's



Designed for wear at the water's edge, these shoes will lend themselves equally well to any summer playtime costume. Nestling with the lobster, a shoe of blue canvas, piped in white and built like a bedroom slipper with a broad strap-back. The other is a slipper of rose linen, with straps over the toe, blue piping, a blue platform sole. Both are at Macy's



## LIGHTEN YOUR PERFUME

On page 77, we have suggested some fine points in choosing and using summer scents. Below, we are listing what have proved to be the favourites among summer perfumes. But before we plunge into the list, let us make one point that is near to our hearts. Choose your perfume primarily because you love it. Then, having found one that really suits you, use lots of it. Make it as much a part of you as the colour of your eyes or the turn of your head.

As to the listing, we have put down what we have found to be the favourite scents for summer use—the ones that women, who use and love perfume, ask for most frequently. There may be other perfumes from these houses that you will find more to your individual taste, but you can use this as a check-list when you go on the scent of summer.

ELIZABETH ARDEN....."BLUE GRASS"	RICHARD HUDNUT....."GEMEY"
BOURJOIS....."EVENING IN PARIS"	LANVIN....."PRÉTEXTE"
CARON....."FLEURS DE ROCAILLE"	LUCIEN LELONG....."INDISCRET"
CHANEL....."CUIR DE RUSSIE"	LENGYEL....."ESSENCE IMPÉRIALE RUSSE"
CHARBERT....."OF THEE I SING"	LENTHÉRIC....."NUMÉRO DOUZE"
CHARLES OF THE RITZ....."C"	LILI OF BERMUDA....."OLEANDER"
CHEVALIER GARDE....."H. R. H."	MATCHABELLI... "DUCHESS OF YORK"
CIRO....."DOUX JASMIN"	FERD MULHENS....."TROIKA"
CORDAY....."HONEYSUCKLE"	JEAN PATOU....."MOMENT SUPRÊME"
COTY....."PARIS"	REVILLON....."AMOU-DARIA"
DAGGETT AND RAMSDELL... "SONATA"	ROGER AND GALLET....."FUGUE"
D'ORSAY....."TOUJOURS FIDÈLE"	HELENA RUBINSTEIN....."COUNTRY"
BARBARA GOULD....."NO. 25"	SCHIAPARELLI....."SALUT"
DOROTHY GRAY....."ELATION"	SHULTON....."OLD SPICE"
GUERLAIN....."SOUS LE VENT"	WEIL....."CASSANDRA"
HOUBIGANT... "QUELQUES VIOLETES"	YARDLEY....."ENGLISH LAVENDER"

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Boston, Mass.....	E. T. Slattery	Newark, N. J.....	L. Bamberger
Buffalo, N. Y.....	Oppenheim Collins	New Orleans, La.....	Maison Blanche
Charleston, S. C.....	Condon's	Oklahoma City, Okla.....	John A. Brown
Charleston, W. Va.....	The Diamond	Philadelphia, Pa.....	Oppenheim Collins
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Cleveland, Ohio.....	Higbee Co.	Sacramento, Cal.....	Bon Marche
Columbus, Ga.....	J. A. Kirven Co.	St. Joseph, Mo.....	Townsend Clothing Co.
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Flint, Mich.....	Smith-Bridgman	St. Paul, Minn.....	Field-Schlick
Fort Worth, Tex.....	W. C. Stripling	San Francisco, Cal.....	O'Connor-Moffatt
Hartford, Conn.....	Albert Steiger	Springfield, Mass.....	The Brigham Co.
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Lansing, Mich.....	J. W. Knapp	Washington, D. C.....	Woodward & Lothrop
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## THE DRESS

OF THE **MONTH\*** IN *Celanese* CRAYON RAYON

A perfect combination of simplicity and softness in a dress as becoming in size twelve as it is in forty-two. The unpressed pleats, the cleverly draped V neckline, set it apart as the smartest spectator style of the season. A *Matalay* triumph in white only, trimmed with navy, beet, brown or green with white dots. Sizes 10 to 20 and 34 to 40.

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Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

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## GOOD SAILORS

THE current mania for cruising may take you almost anywhere these days; to South America or the North Cape, Alaska or the Mediterranean. And, naturally, what you should take along depends to a large extent on where you're going—and for how long. But the following tips—backed up by three members of the *Rex* cruise to Rio (see pages 80-81) should be of help no matter what the destination or duration of the cruise you're planning to take.

Build your wardrobe around a really warm top-coat, of tweed or light wool; even if you're going to the tropics, a warm top-coat is indispensable. For evening, a short fur cape is good in any latitude.

Do take, for warmer climes, sandals or sneakers a size larger than you usually wear; the tropics have a way of enlarging your feet (temporarily, of course).

Take plenty of inexpensive, easy-to-wash lingerie—the kind that you can throw out of the port-hole without a twinge of conscience if you like, because ships' laundries are apt to be slow. So are ships' valets; so the more clothes you can have made of uncrushable fabrics, the better. Another good idea is to take a little ironing-board, small enough to fit in the bottom of your suitcase and one of those tiny electric irons (the kind that fold up into a flat case), and do your own last-minute pressing jobs.

Don't take huge cart-wheel straws or beach hats—they blow off in the trade-winds. Take, instead, hats with enough brim to shade your eyes, and enough crown so that they'll adhere to your head. To keep your hair in place, on breezy top-decks, take along a couple of kerchiefs, turbans, little bonnets that tie under the chin, wool mesh snoods or bind your head up in a length of mesh veiling.

Take a hot-water bottle—not only for a Northern cruise, but for almost any cruise; even (Continued on page 110)

**WHEN THEY'RE DANIEL GREENS  
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The TULIP



Toes and heels are quick to appreciate the better fit and greater comfort of Daniel Green slippers. Appraising eyes will tell you that their trim lines flatter your feet.

You will find Daniel Green slippers in all styles and fabrics at the best stores. But be sure to look for the name on the sole when you buy them.

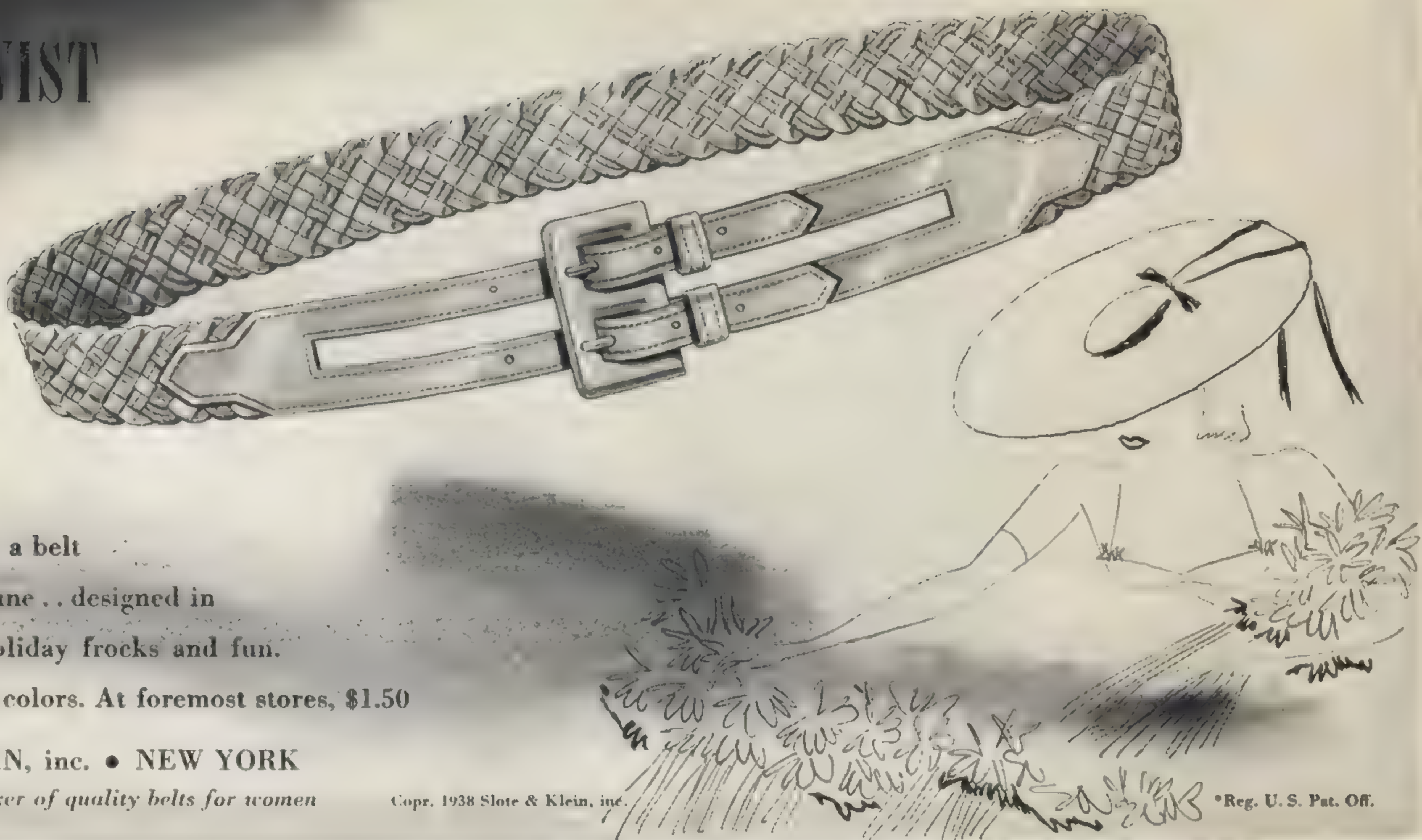
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## GOOD SAILORS

(Continued from page 108) if you don't need it for warmth, it's good for combating any damp feeling of stateroom sheets.

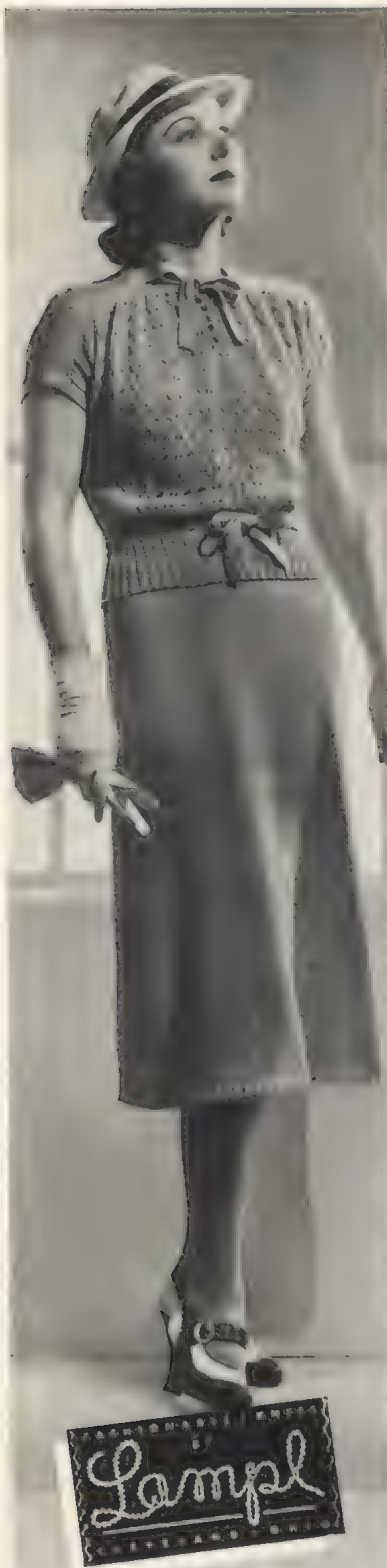
Don't forget dark glasses, and a plentiful supply of sun-burn oil or cream, if you're planning to spend any time on the sun-deck. Take as many pairs of stockings as you can muster, and have them all the same shade, so that when one member of a pair goes you can wear it with the survivor of another pair.

Don't have shorts too short, slacks too bright, or bathing-suits too revealing. A good idea is to take those trios consisting of shorts, a shirt, and a skirt to match that you can button over the shorts; getting in and out of launches and climbing companion-ladders makes it as well to be neatly trousered beneath your skirt. Your slacks might be of sharkskin, which is slick and smooth and tailors beautifully, in dusty-pink, yellow, navy-blue, or clean white. If you're a demon swimmer, you'll need two or three bathing-suits; at least one might be of rubber, which dries in record time.

Take an umbrella (which can also be pressed into service as a sun shade) and a rain-coat; neither takes up much room in your luggage, and they're almost certain to come in handy.

Don't take evening dresses that involve lamé, sequins, metal brocade, or anything that will tarnish in the salt air. Don't, in any case, take more than one formal evening dress; you'll find dinner-dresses, or low-cut dresses with short jackets to go over them, much more useful. On many cruises, you dine ashore in street-length silk dresses—a print dress with a coat to match is an ensemble you'll practically live in.

Remember that there's something about a ship that makes startling costumes look all wrong. Stick to conservative lines and colours, flawless fitting and tailoring; because once at sea, you'll have to stick to your decisions—or be stuck with them.



A Summer classic of Prem-wa . . . alive with the new feminine trend . . . A *Lampl* Original in luscious, desert flower tones. The soft, flattering shoulder and neckline has a way of making you feel young and most attractive. See it at smart shops and be seen at smart places.

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*Revlon*

## SAILING OFF THE RIVIERA

(Continued from page 65) In Cannes, there is such an enormous number of fabulously expensive yachts that there is scarcely a vacant berth. Flags fly from every country. You hear the Turkish sailors from the *Mimet-Allah* exchanging boat gossip with the American sailors on the *Charmian* and cockney sailors from the *Valiant*; there seems to be an international boat language that they all understand.

The beautiful one-hundred-and-twenty-foot schooner, *Charmian* belongs to Mr. W. O. Burton, an American who lives in Cannes. It is sailed more than any of the other big yachts in that harbour, for sailing is Mr. Burton's great hobby. The day we snapped the *Charmian* pulling out, he was on his way to Saint-Tropez with Mr. and Mrs. Harry Hassaw on board. (The photograph on page 65 shows Mrs. Hassaw on board, wearing a brown Molyneux sports suit.)

The colossal Diesel yacht of the Baron and Baronne Philippe de Rothschild, *Eros*, was anchored in the harbour of Cannes over Easter, with a large house-party on board. This two-hundred-foot yacht is like an ocean liner, with fifteen guest cabins and every possible luxury. The Baron Philippe de Rothschild much prefers racing his twelve-meter sailboat to cruising comfortably on the *Eros*. Last year, he won the Cannes regatta and is considered one of the best racing sailors in Europe.

A yachting house-party is always a problem, for it is hard to ask your guests for guarantees that they are good sailors. The first day on board the *Eros* found a group of apprehensive women who were not completely at ease until after they had weathered a couple of meals successfully. The Baronne Philippe de Rothschild loves living on board and so does her four-year-old child, Philippine. They rarely leave the yacht (Continued on page 114)

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## SAILING OFF THE RIVIERA

(Continued from page 112) except to go sailing or motor-boating or swimming.

Aside from all the guests who stay on board, innumerable other guests always come out for lunch or dinner on the *Eros*. One of the most decorative guests was the Marquise de Montesquiou-Fezensac, with her singing, accordion-playing, and her beautiful mermaid's long blond hair hanging to her knees in the daytime. Madame Alphand, too, contributed much to the house-party with her guitar and her nostalgic songs about the sea. In the photograph on page 64, lined up on the companionway, are Madame Alphand, the Baronne James de Rothschild, the Marquise de Montesquiou-Fezensac (her hair up here), Baronne Philippe de Rothschild, and her daughter, Philippine.

### FURTHER UP THE COAST

In the tiny port of Juan-les-Pins, Comte Jean de Polignac keeps his black twelve-meter racing-boat, *Sylva*. He, too, is an excellent and ardent sailor who goes out every morning when he is in the south. There is always wind, and there is always a tiny harbour for refuge when the wind gets too strong.

Monte Carlo's favourite yacht is the Hon. Mrs. Reginald Fellowes' *Sister Anne*. Since she herself stays in her villa at Cap Martin a large part of the time, the yacht stays in the harbour ready to take her to sea any day that the weather and her mood agree. This one-hundred-and-sixty-foot Diesel yacht, with its unique square port-holes, is one of the most attractively decorated yachts on the Mediterranean—its deck more like a beach than a boat.

BETTINA WILSON



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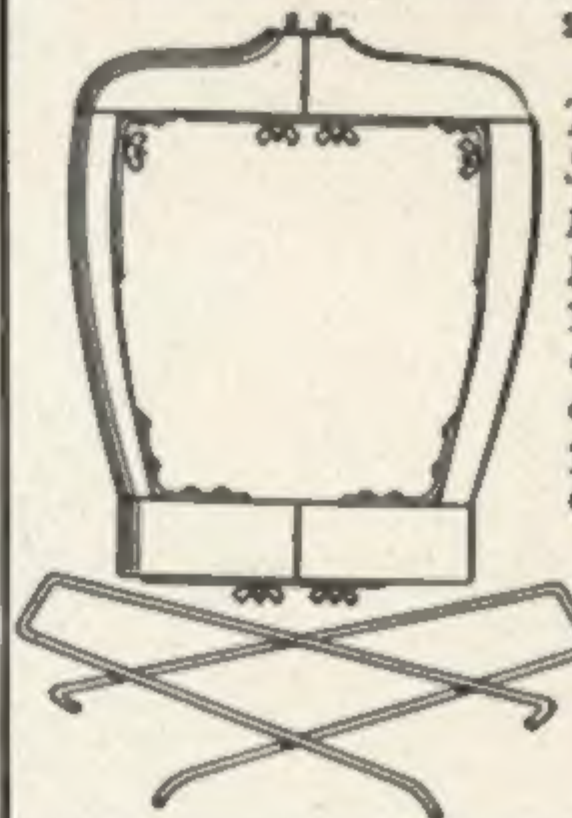


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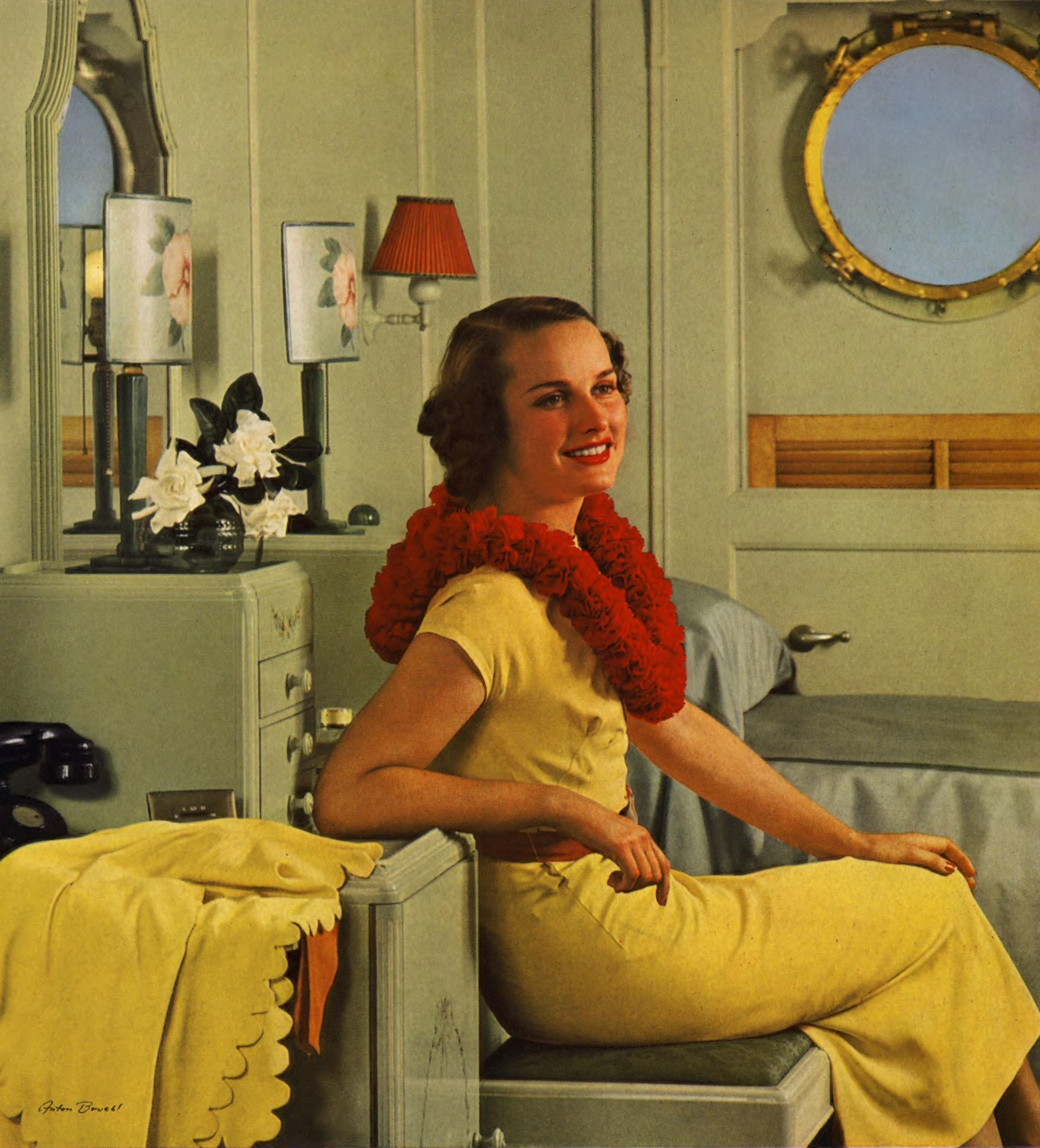
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# Miss Alicia Rhett

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*An interesting younger artist....  
with a marked dramatic talent....  
she is devoted to the life of outdoor sports*



SHE is a Rhett, of Charleston. Which means that her "presence is requested" at the St. Cecilia Ball, aristocratic social event. Her forefathers—among them, the founder of Charleston—have borne the titles of Lord Proprietor... Colonel... Governor... Senator. She, herself, is a gifted artist... models heads in clay... does life-size portraits in oils. In studio, at left: "You always smoke Camels, Alicia. Why *Camels* all the time?" asks Mary Middleton French, sitting for her portrait. "When you smoke as steadily as I do, you appreciate Camels," says Miss Rhett. "They're different. So different that I can smoke all the Camels I want and they never tire my taste or jangle my nerves. The best way of saying all that I mean is—Camels *agree* with me!"

Miss Rhett is shown in costume (above), smoking a Camel backstage at the historic Dock Street Theatre where she has played leading roles. It is now whispered that she may soon lend her talent to the long-awaited filming of an exciting Civil War romance! "My dramatic work involves hours of rehearsing," says Miss Rhett. "A real test of the voice—and cigarette mildness! So I smoke nothing but Camels. Camels *are* mild. And so gentle to my throat!"



Above, Miss Rhett was caught by the photographer as she smoked a Camel on the balcony of the Dock Street Theatre—"America's oldest." Right—she enjoys another Camel on her way to the courts. Note the Sword Gates—famous Charleston landmarks. "After a game of tennis," she says, "I walk straight to my pack of Camels, and smoke as many as I please. It takes healthy nerves to enjoy a life full of activities. So my smoking is confined to Camels. My nerves and Camels 'get along' beautifully!"

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**"CAMELS AGREE  
WITH ME!"**

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